

ELLECTRONIC PLASTIC

AGES 6 & UP
BATTERIES NOT INCLUDED

エレクトロニック
プラスティック

JARO GIELENS

BÜRO
DESTRUCT

TIME
GAME A
GAME B

DIE GESTALTEN
VERLAG



The new exciting LSI-Car Race Game, enjoyable in pairs. Choose one of the three courses and hold the controller handle. You can be a first-class racer.





ELECTRONICPLASTIC

JARO
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DIE GESTALTEN
VERLAG

エレクトロニック プラスティック

ELLETRONICA

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GIELENS

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DESTRUCT

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VERLAG

AGES 6 & UP
BATTERIES NOT INCLUDED

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INSTRUCTIONS



BATTERIE LR44

BATTERIE AA

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BATTERIE D

BATTERIE 9V

SOLAR

RC ADAPTER

LCD SCREEN

VFD SCREEN

LED SCREEN

COLOR SCREEN

3D SCREEN

MULTI SCREEN

LENS SCREEN

TWO PLAYER

DETACHABLE CONTROLLERS

FLIPTOP

CARTRIDGE

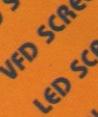
SPEECH

LIGHTS

FRONTSIDE OF BOX

SIDE OF BOX

BACKSIDE OF BOX

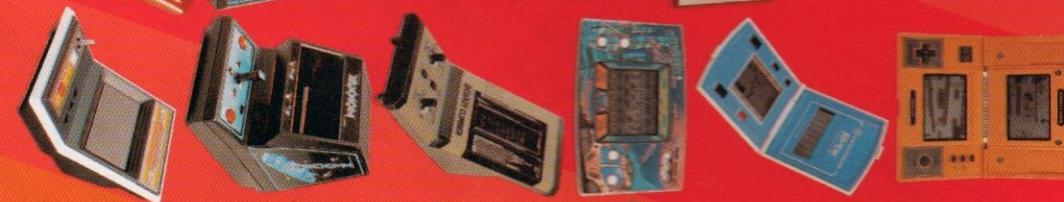


1976 1977 1978 1979 1980 1981 1982 1983 1984 1985

TIMELINE

The first electronic games had LED displays and sports-themes.

In 1979 the first LCD and VFD games came out. Nintendo made a breakthrough in 1980 by introducing the first small LCD games, and VFD games replaced LED technology. In 1981 and 1982 the VFD games get bigger, and many tabletops feature small versions of popular arcade games. Also a wide variety of LCD games were produced, copying the success of the Game & Watch idea. At this time many smaller companies tried to get a share of the market. In 1983 the colour LCD was introduced, and the last VFD games were made. After 1984 only Nintendo and Bandai developed new games.



MATTEL - AUTO RACE

MATTEL - FOOTBALL

PARKER BROTHERS - MERLIN
MB - SIMON

MB - MICROVISION
TOMY - BREAKOUT

ENTEX - SPACE INVADER
COLECO - PAC-MAN
BAMBINO - SAFARI

BANDAI - BLOCKOUT
ENTEX - DEFENDER
BANDAI - MONKEY COCONUT
EPOCH - OIL GANG
NINTENDO - OCTOPUS

ENTEX - STARGATE
COLECO - ZAXXON
BANDAI - CRAZY CLIMBER
GAKKEN - MOON PATROL
BANDAI - HEAVEN & HELL
NINTENDO - DONKEY KONG

PARKER BROTHER - Q*BERT
TOMY - THUNDERING TURBO
GAKKEN - DIG DUG
NINTENDO - DONKEY KONG
POPY - DR SLUMP NCHA BYC

BANDAI - HO CHALLENGE 5
BANDAI - PENGUIN LAND
NINTENDO - DONKEY KONG

BANDAI - HOKUTO VS NANTO
BANDAI - WRACING

PROLOGUE

OF READ

BITS, BLEEPS & BRIGHT PLASTIC

It was the future we were holding in our hands. An intriguing invention that would transform our lives forever: handheld computer games that could be taken anywhere. Colourful, lightweight, housed in futuristic cases like props from Star Trek. One press of a button and, as if by magic, they came to life, their multi-coloured displays flashing and bleeping. Electronic plastic.

Never before had the achievements of the technological age been more tangible than in those small miracle electronic appliances that began to invade the everyday lives in the 1970s: the remote control made zapping between TV channels pure fun, calculators saved us the trouble of doing sums in our heads, while digital watches accurately displayed time and dates. The purpose of all these devices was of course practical. They were designed to save both time and effort. With the tiny videogames it was a completely different story. They wasted precious time - time which our parents thought would have been better spent doing homework. But they were magical gadgets that allowed an escape from reality, an escape from the grown-up world of duties and responsibilities.

Naturally, no parent could have guessed that these electronic games were the best preparation conceivable for a future dominated by technological innovations. They were the first in the vast quantity of portable electronic appliances we are surrounded by nowadays, whether in the shape of mobile phones, palm top computers, or MP3 players. That, however, is not the main point. As toys had become electronic, they taught us a novel form of communication - that with a microchip. Effortlessly we learned to master chip-controlled appliances which would come to dominate every-day life in the 21st century, from cash machines to microwaves, from videorecorders to iMacs with ISDN connections.

Even though many 25 to 35-year olds do not care about the hype surrounding cyberspace and the Internet, we are certainly not afraid of being ruled by electronic brains. And why should we? It's not just the programmers, web designers, and NASDAQ stockbrokers - our entire generation grew up with Space Invaders, Pac Man, Defender, Frogger, and Donkey Kong. And we've grown old with them, too. Thirty percent of all videogame players are thirty-six years or older. The videogame-market has overtaken cinema and video rentals by far and generates profits in the range of several billions. Only the music business has a bigger turnover.

It all began in 1972 with Pong. The concept of the game couldn't have been simpler: two paddles on each side, with a square «ball» passing between them. Its inventor was a Californian called Nolan Bushnell. He built the first Pong machine in his apartment and set it up in a pool bar around the corner. Just in time for Christmas 1972 he launched his own company called Atari with a home version that allowed everyone to play this electronic adaptation of table tennis on their own TVs. Predictably, orders flooded in. The massive success of the first home videogame was not only due to a brilliant idea. More importantly, the TV proved to be the perfect partner for Pong. Home videogames created a new relationship with the TV, they represented the first instance of interactive television.

Atari's home videogame soon found its imitators. Other companies swiftly marketed machines offering more game variations, sound, and colour. The boom in Pong clones eventually resulted in a worldwide shortage of the required microchips in the mid-seventies. Production ground to a halt, shop shelves remained empty, as did Christmas stockings. All companies, except Atari - which had recently been taken over by Warner - went bust. The market had been suffocated by its own success.

PHILIPS

Telespel

Een kleurenliefend, elektronisch spel. Een test voor machthebbende en concentratievermogen. Tenzij van het spel kan naar wens worden geregeld dat een gemoderniseerd partijtje niet een scherp gespeelde match. Spanning en plezier voor het hele gezin, voor jong en oud. Basisset met spelkonditie "telestein" en twee handregelaars. Geschikt voor aansluiting op een televisie. De televisie kan gebruikt als kijktijdscherm. Philips Telespel kan worden uitgebreid met nog meer spelkondities voor andere spellen voor één of twee spelers.

Veilig, werk op 9 Volt batterijen.

ES 2201

FRONT

THE NEWEST 2 PLAYER
VIDEO SKILL GAME

PONG

from ATARI CORPORATION
SYZYGY ENGINEERED

The Team That Pioneered Video Technology

FEATURES

- STRIKING Attract Mode
- Ball Serves Automatically
- Realistic Sounds of Ball Bouncing, Striking Paddle
- Simple to Operate Controls
- ALL SOLID STATE TV and Components for Long, Rugged Life
- ONE YEAR COMPUTER WARRANTY
- Proven HIGH PROFITS in Location After Location
- Low Key Cabinet, Suitable for Sophisticated Locations
- 25¢ per play

THIS GAME IS AVAILABLE FROM YOUR LOCAL DISTRIBUTOR

Manufactured by
ATARI, INC.
2962 SCOTT BLVD.
SANTA CLARA, CA.
95050

Maximum Dimensions:
WIDTH - 26"
HEIGHT - 50"
DEPTH - 24"
SHIPPING WEIGHT:
150 Lb.





It was at the time of this crisis that the story of handheld games began. In 1976, after a demonstration of the new LED technology, Michael Katz, marketing director of Mattel Toys, hit upon an idea: using it to create a calculator-sized game. Auto Race was born. Players had to steer a «car», represented by an LED, avoiding collision with on-coming «traffic». Like with Pong, the recipe for success was inspired simplicity: you only need ten seconds to learn the game, but hours to master it. Mattel launched several more LED games, but the real breakthrough for handhelds only occurred in the wake of the advent of LCD displays at the beginning of the eighties.

Nintendo's Game & Watch series was the most successful. Nomen est omen in this case, for the machines, in addition to their entertainment value, indicated the time. A smart strategy, the functional aspect cloaking a primarily hedonistic purpose. Parents were fooled into thinking they were buying their kids a sensible gadget. The fact that Nintendo continually developed their Game & Watch series also explains its success. Initially the games resembled calculators with oversized displays, but soon Nintendo produced multi-screens that folded up and looked like miniature laptops. Colour displays and specially designed cases increased the games' appeal. Despite the limits the LCD displays put on games' potential, they lacked neither suspense nor variety. Numerous versions of Donkey Kong, Mario, Mickey Mouse and Popeye boosted the sales of the machines to millions. And as portable handhelds they generated their own publicity - kids would, after all, take them everywhere. Gaping grandparents could watch their grandchildren lose themselves in their games and often kids would get together for the sole purpose of swapping machines and boasting their scores.

MATTEL ELECTRONICS



GAME & WATCH™

OCTOPUS

ALARM

Nintendo®

WIDE SCREEN

GAME & WATCH Nintendo

OCTOPUS

3 282

WIDE SCREEN

LEFT RIGHT

GAME A GAME B TIME



GAME & WATCH™

MULTI SCREEN

DONKEY KONG

Nintendo®

DONKEY KONG

3 68

LEFT RIGHT

GAME A GAME B

CONTROLLER

PLAY TWO WAYS

- VS. COMPUTER
- VS. EACH OTHER

MICRO VS. SYSTEM

Ninte...

Nintendo

Michael Katz's Auto Race had initiated the boom in handheld games, but soon he left Mattel for Coleco where he concentrated on the development of scale models of successful arcade games. These tabletops were about eight inches tall - too large to fit in a back pocket, but still portable. Their cases resembled the bigger models in all details. Naturally, concessions had to be made with respect to gameplay, but tabletops such as Pac Man, Galaxian and Q*bert came surprisingly close to their originals.

The heyday of handhelds and tabletops lasted less than a decade, from the mid-seventies to the mid-eighties. The machines are records of an overlooked technological revolution, a prelude to the computer and information revolution of the late twentieth century. Whereas Pong clones firmly established themselves as part of the entertainment equipment in living rooms, handhelds found their natural homes in children's rooms. Kids could play with them anytime, anywhere - preferably at night, hidden beneath the blanket. The portable games had yet another advantage: you didn't need a partner to play. Of course, two-player games were also released, but generally you faced an entirely new kind of opponent - the computer chip. Nowadays we dream about virtual cyberspace, but back then the infiniteness of space fired our imagination. NASA missions to the moon and movies like Star Wars and Battlestar Galactica fed our fantasies. Space Invaders, however, put them into action. The game was launched in 1978, originally as a coin-op, but soon invaded homes in console and handheld versions. While Pong was nothing but a primitive electronic representation of a leisure sport, Space Invaders was of an entirely different category: as a player, you were on a suicidal mission to defend the earth against hordes of carpet-bombing aliens. The game set new standards in many respects. From now on, space, laser guns, space crafts and an unbridled shooting frenzy were integral features of subsequent games such as Defender, Asteroids and Galaxian.



GAME & WATCH™

PANORAMA SCREEN

DONKEY KONG JR.™

KONG KEY

GAME & WATCH

Nintendo®

Space Invaders was also the first game to incorporate a high-score table spurring players on to improve their performance. This also became a regular feature of later games – just like the unrealistic aspect of players' multiple ‘lives’. In truly shamanistic fashion, death opened the door to reincarnation, and the player's laser gun could be brought back to life three times. Added to the fact of pre-defined defeat, dogged resistance in the face of an unattainable victory almost made Space Invaders an initiation into fatalist concepts of Eastern philosophy. Does this seem too far-fetched? As J. C. Herz noted, videogames, right from their beginnings, appeal to deeper layers in the human imagination: “Like the science fiction universe, videogames are where technology melts into the occult. This is a place where missile launchers and mojo are both legitimate weapons. All the old monsters, harpies, dragons, and divinities are excavated from their mythological sediment, sampled, looped, remixed, crossfaded, and digitally recycled.”

The birth of portable games coincided with the crisis hitting home videogames. Yet the history of consoles had not come to an end. Quite the opposite. Atari had been defeated, not crushed. In 1977 the VCS 2600 was launched into the world of videogames. And nothing would ever be quite the same again. The machine was marketed with innovative paddles and joystick controllers. But the truly revolutionary move was that instead of a fixed number of programmed games it offered a choice of separately sold cartridges. These were initially produced by Atari, though other companies like Activision soon followed. Every year the number of available cartridges doubled. In 1983, more than 500 games were for sale. Something to suit everyone and definitely more games than anyone ever could or would wish to get through. This separation of hardware from software would become the norm for all subsequent console generations, making them the most important gaming platform – way ahead of PCs and Macs, which together only take ten percent of the videogame market.



| | |
|--|---------|
| | 500pts. |
| | SPECIAL |
| | 30 pts. |
| | 20 pts. |
| | 10 pts. |



ATARI



Consoles' triumphant progress spelt the death of portable games in the mid-eighties. Not much of a surprise, considering that neither handhelds nor tabletops could compete with the superior graphics and sound effects offered by the increasingly complex console games. Yet on the other hand simple games played on small displays can be good fun, as the continuous success of the Game Boy proves. Since its launch in 1989, Nintendo has sold more than 100 million machines worldwide. No system has ever done so well for so long. Though by now the Game Boy features a colour LCD display, the chip has remained the original 8bit processor. Still, the Game Boy can hold its ground against the 128bit processors of today's consoles because it runs such superb games like Super Mario Land, Tetris and Pokémon. Like with consoles, the proliferation of great releases is the secret of Nintendo's ongoing success.



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GAME PROGRAM™

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ONE PLAYER • TWO PLAYERS



Use your Driving Controller to play all the racing games.



Even before the advent of the Game Boy, portable systems that used cartridges existed. Yet, at the time, machines like Milton Bradley's Microvision or Epoch's Game Pocket Computer stood little chance against the market-dominating handhelds and tabletops. The remarkable and pioneering design of portable games becomes obvious when they are compared with early home videogames. The functionalism of their designs bear the obvious imprint of 70s aesthetics. Electronic Plastic, with its vibrant colours and eccentric cases, represented a powerful antidote to the drab greyness of the age. The examples in this book illustrate the impressive technological input that went into some games to compensate for their disadvantages with regard to consoles. Obviously, the key drawback of portable games was their small screen. Epoch's Dracula and Entex's Super Cobra compensated for this handicap by using a magnifying lens and colour VFD technology. Unlike a LCD, a Vacuum Fluorescent Display generates its own light and is therefore playable in the dark. Coleco's Zaxxon used two screens to create 3D sensation; VTl's Rabbit Hop even introduced three displays on which the respective levels of action unfolded. Casio machines ran on solar energy making batteries redundant, while Gakken's sporting games KO Boxing and Baseball 3 experimented with voice recognition and synthesis. Science fiction visions of a future shaped by talking computers and perpetuum mobile machines had become tangible reality in kids' rooms.

Handhelds and tabletops were essentially unique. Every game used a specially invented chip, its screen was specifically manufactured and housed in a case designed to reflect its theme. This perfect symbiosis of form and content was the portable game's strongest asset. Yet at the same time it proved to be an inevitable problem. Once you mastered a game, the whole machine had to be scrapped. Thanks to an enthusiast like Jaro Gielens, who rescued them from dingy attics where they gathered dust during the nineties, these games have not sunk into oblivion. Though numerous newsgroups and websites for retrogame fans to swap and sell consoles and cartridges exist, there is virtually no interest in handhelds and tabletops. Yet it is precisely their inspiring blend of innovative technology and imaginative aesthetics that makes Electronic Plastic a quintessential collectors' item.

Further, their packaging was an integral part of the design concept. The illustrations in this book document the extraordinary creative effort that went into producing original and fanciful boxes. And it is of course that special packaging that turns a bit of plastic into an object of desire. Thus the illustration on Bambino's Safari game pairs the futuristic spherical-shaped green machine with a herd of antelopes faced by a leopard. A space shooter like Epoch's Star Force made its mark with a Star Wars inspired battle scene depicting space crafts emerging from tufts of a blood-red spiral nebula only to launch an attack on the game itself. The packaging for Bandai's Wrcing avoided any visual representation of the game and opted for a depiction of two kids sporting 70s t-shirts utterly absorbed by the action unfolding on the display. Rather like the way we were then. The urge to collect is essentially driven by melancholia. Collectors rescue objects from oblivion the rest of us deem obsolete. Walter Benjamin, a passionate collector of children's books himself, understood these psychological motives more than anyone else. Like Benjamin, Jaro Gielens is a



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- Lifelike action – you are the animal, the animal is you. You stalk to avoid the game hunter, the cage slide towards the animals as you move your hands above and the gate close, locking the animals in the cage.
- World's first graphic color display.
- Control all strategical and directional movements of the cage slide with your hands.
- Computerized tracking system, cash and every game challenging, exciting.
- First electronic game designed for young children.
- The only hand held game system in which seat belt can be used to control all the lifelike action.
- Unique electronic chips.
- Unique electronic sound effects representing actions and movement.
- Highest quality electronics.
- Impact-resistant case.
- Color screen.
- No TV set needed.

bambinoTM



collector of childhood remnants. His games and their vividly designed cases are documents of a moment in history when technology invaded our homes, gradually working its way into every nook and cranny of our lives. Gielens' collection represents an ignored aspect of technical history and, beyond that, reconstructs the dreams and hopes of a past generation. His assemblage of games reveals him as a collector of the «genuine» kind to whom, according to Benjamin, «ownership is the most intimate relationship that one can have to objects. Not that they come alive in him; it is he who lives in them.»

But what purpose is there in collecting these games, apart from satisfying a personal desire? Can these handhelds and tabletops teach us anything of value in the age of the Playstation2? Nobody would contest that Doom, Myst, Tomb Raider or Zelda 64 each epitomized a significant step in the development of games. But these are exceptions to the rule. Generally games are all becoming more uniform and monotonous. The recourse to supposedly primitive games leads us back to the creative source of the contemporary entertainment revolution. The amazing discovery is that these old games provide, in their very own way, just as much fun as the most recent best-selling releases for Playstation and Dreamcast. It's no coincidence that there are numerous retrogame collections available for Playstation, all selling remarkably well.

Naturally there is no point in setting Space Invaders against Quake. The games operate on equally different levels like literature and film do. Each has something to recommend, but neither has clear superiority over the other medium. Steven Poole's Trigger Happy, the most intelligent book on videogames so far, undertakes a semiotic reading of Pac Man and Tomb Raider. At first sight the realism of Lara Croft may allow greater identification than a small yellow thing munching away at dots. Nonetheless, as Poole demonstrates, Pac Man in fact comes closer to the nature of the appeal that videogames have for us human beings and our symbolic communication: «Underneath

The new exciting LSI-Car Race Game, enjoyable in pairs. Choose one of the three courses and hold the controller handle. You can be a first-class racer.

レーシング LSI GAME WRACING



- 白熱の2人同時プレイ / Intense 2-player simultaneous play
- 着脱自由なスピードコントローラー / Detachable speed controller
- 変化に富んだ3タイプのコース。 / Three types of courses with variety.

0203009-6500



the flashy graphics, cinematic cut-scenes, real-time physics, mythological backstories and everything else, a video-game is still a highly artificial, purposely designed semiotic engine. And its purpose is not to simulate real life, but to offer the gift of playing a game. We should not find that too surprising, because man, after all, is the symbolic animal. And this is exactly what videogames celebrate, challenge and feed. They are an historically inevitable evolution of the play drive."

Videogames, even in their simplest forms, appeal to our fundamental drives and primeval instincts. They engage the mental faculties which allow us to communicate with the world around us. In *Homo Ludens*, a cultural history of play first published in 1938, Johan Huizinga concluded polemically that the source of the unsatisfactoriness and banality of our modern world has to be located in the marginalisation of games, from the heart of society to peripheral areas like professional sports and the arts. He could hardly have foreseen the rise of the videogame. However, Huizinga's contention of socio-cultural impoverishment caused by the repression of play-elements could supply a persuasive explanation for the massive popularity of videogames. Following his reasoning, the late twentieth-century reincarnation of play-elements in the electronic medium has to be seen as a positive and beneficial phenomenon for society.

Yet the opposite is usually considered to be the case. The history of videogames is accompanied by a series of aggressive attacks on them. Already in 1982 the US Surgeon-General warned that videogames caused «aberration in childhood behaviour». In the same year Martin Amis drew attention to the fact that the criticism of videogames was nothing but an echo of 'the heated debates about snooker and pool earlier in the century'. When in spring 1999 two pupils of Columbine High School, Colorado, shot dead twelve of their classmates, the real culprits were instantly identified: Marilyn Manson, The Matrix, and, most importantly, Doom. Time and time again scientific studies attempt to establish the harmful effects of violent video games on the personality and levels of aggressiveness of youngsters. Other studies, however, have convincingly shown that particularly shoot-'em-up games like Doom and Quake result in a cathartic release of aggressive emotions. Videogames do not corrupt children. Rather, they are just one in a long series of scapegoats onto which society tries to offload responsibility for tensions created by social inequality and the capitalist free market system.

Which is not saying that videogames are all harmless fun. It is not exactly a new insight that the media coverage of high-tech warfare is strikingly similar to an advanced video game. However, the affiliations between videogames and military technology are less generally known, a fact to which J.C. Herz draws attention. Since the beginning of the eighties, the arms industry has been working closely with producers of videogames. Lockheed Martin, for example, developed flight simulators for training pilots in cooperation with Sega. The resulting chips and hardware components were effortlessly and swiftly adapted for use in consoles and arcades: «Most of the technology now used in videogames had its origins in military research. When you trace back the patents, it's virtually impossible to find an arcade or console component that evolved in the absence of a Defence Department grant. It's easy to forget, when you are contentedly playing with say, a Game Boy, that the twenty-year old technology in its silicon guts was originally financed by the Pentagon.»

Videogames are infinitely more than just a peripheral phenomenon of the twentieth-century entertainment industry. In a very complex manner they are linked to social, political, anthropological and aesthetic issues. To an ever-increasing extent they shape our leisure activities, perceptions and fantasies. It is certainly impossible to imagine the 21st century without them. Both the games and we who have grown up with them have long lost our innocence. This is why videogames need to be taken seriously, as in Steven Poole's *Trigger Happy*. Yet, like the other publications on the topic, his book largely ignores handhelds and tabletops, too. They are always only accorded a marginal role in the history of videogames as an offshoot and a phase that has past. *Electronic Plastic* closes this gap. Jaro Gielens' collection demonstrates that the future had already begun when we were children.

London, Spring 2000
Uwe Schütte

Thank you:
Martin Haiden,
Helen Kelly-Holmes
Antje Blank

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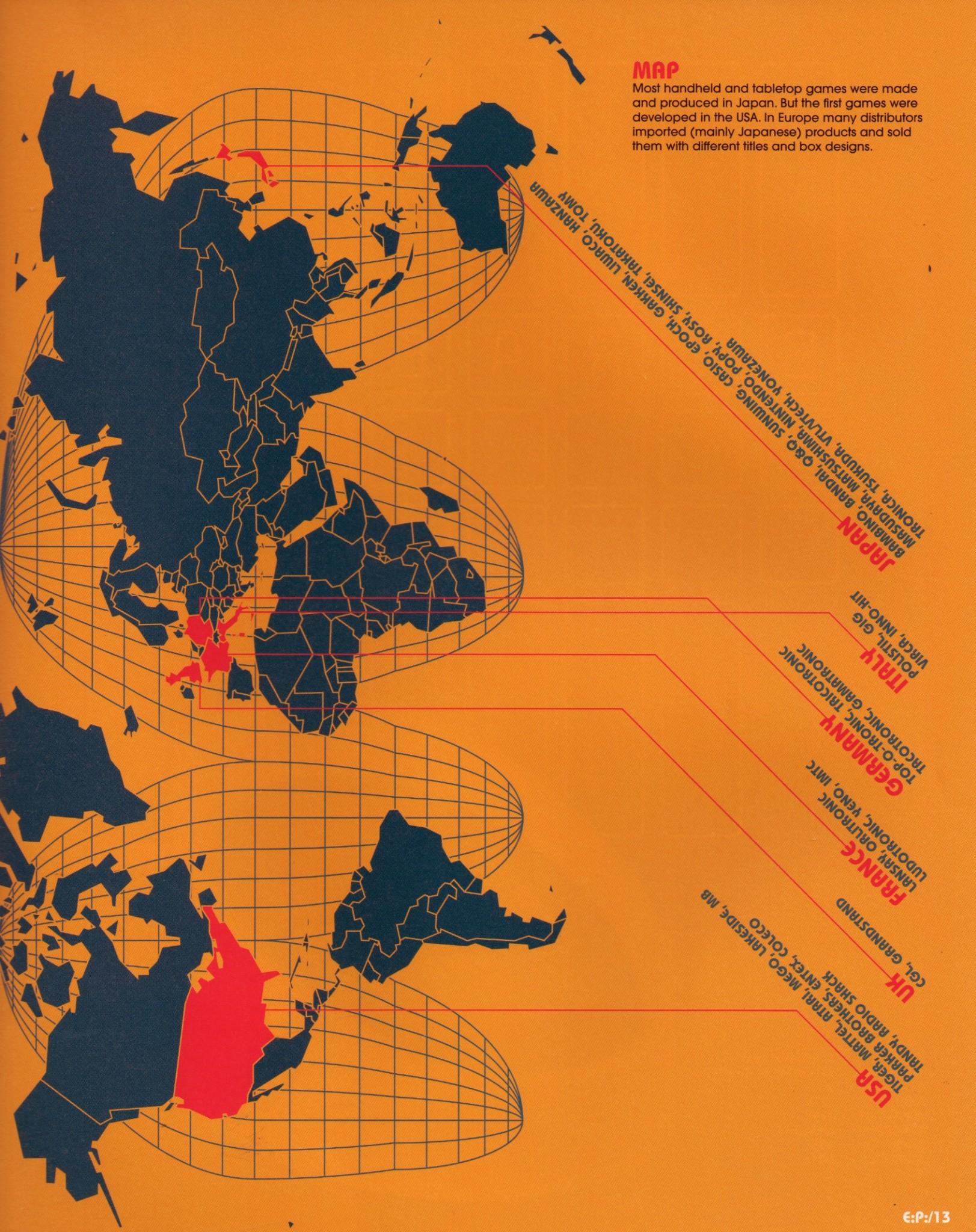
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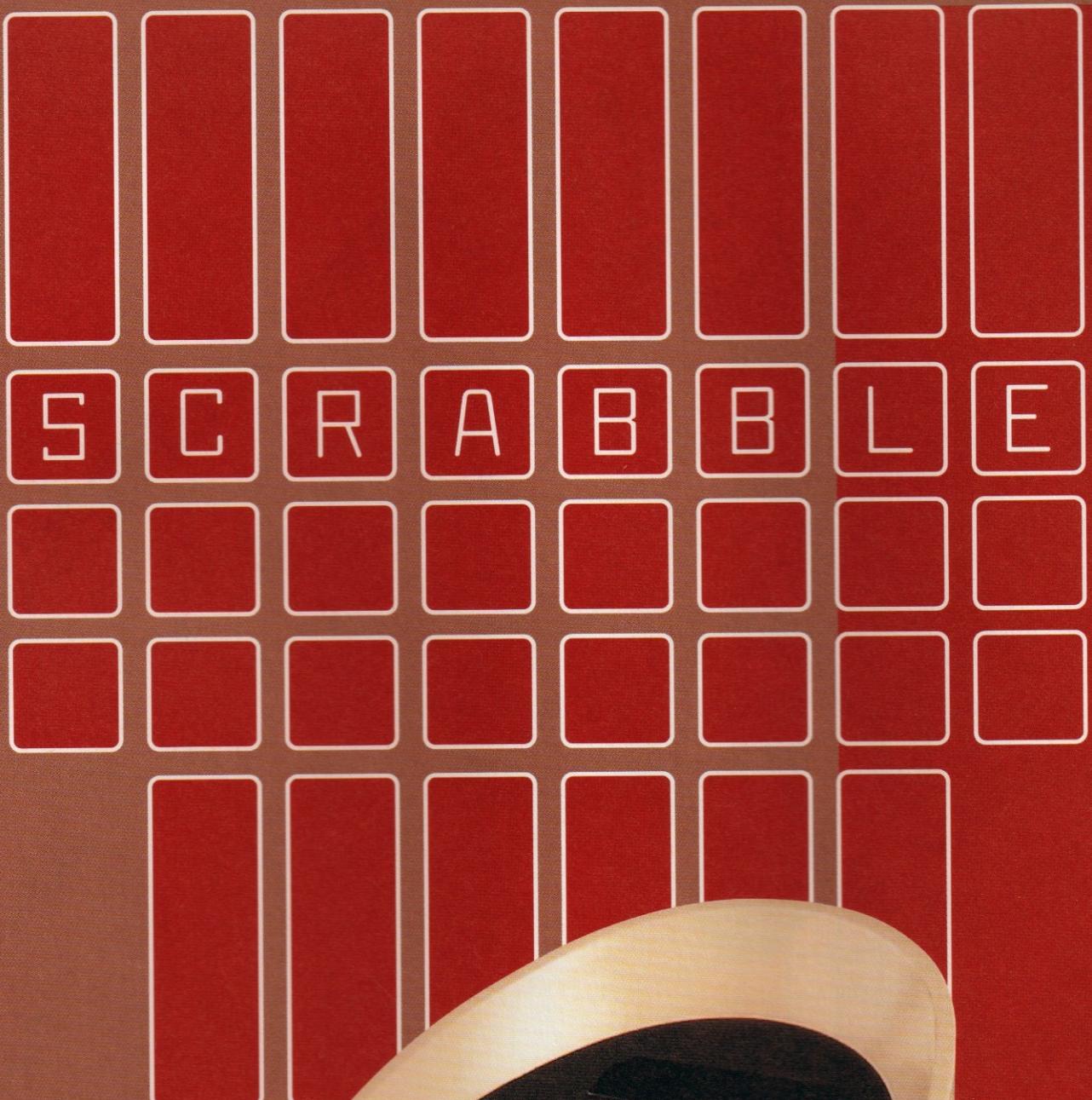
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MAP

Most handheld and tabletop games were made and produced in Japan. But the first games were developed in the USA. In Europe many distributors imported (mainly Japanese) products and sold them with different titles and box designs.





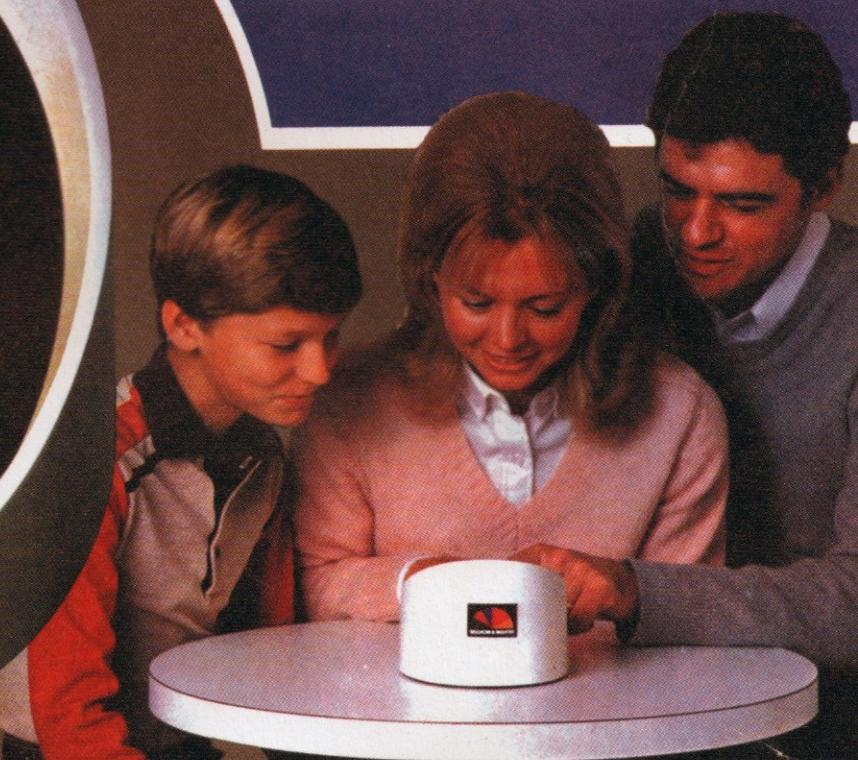
LED

TITLE: SCRABBLE LEXOR
COMPANY: SELCHOW & RICHTER
SERIES: 2
YEAR: 1978
BATTERIES: 1x9V
GAMETYPE: MEMORY
GAMEPLAY: 25%
QUALITY: 50%
SIZE: L

SCRABBLE®
BRAND

LEXOR™

Computer Word Game



No. 37



Three Play Modes with • Alpha-Numeric Display • Electronic Timer • Automatic Scoring

FRONT



SELCHOW & RICHTER - SCRABBLE LEXOR

This game duplicates the action of a Scrabble game. A 26-letter keyboard and a 7-letter display in a really futuristic console. Together with Sensor, these are the only 2 electronic games made by Selchow & Richter.

SELCHOW & RICHTER - SCRABBLE SENSOR

This is not the electronic version of the Scrabble game. The game offers exercises in deduction as in Mastermind! But it has an impressive futuristic design and pressure-sensitive control buttons and keyboard.

SCRABBLE®
BRAND

Letters 1 2 3 4 5 6 7
 Position 1 2 3 4 5 6 7

Player One

Player Two

TITLE: SCRABBLE SENSOR
COMPANY: SELCHOW & RICHTER
SERIES: 2
YEAR: 1978
BATTERIES: 1x9V
GAMETYPE: MEMORY
GAMEPLAY: 0%
QUALITY: 50%
SIZE: L



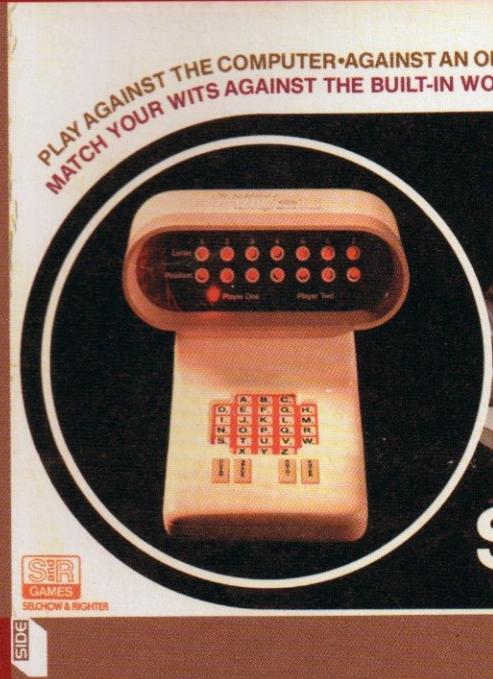
SCRABBLE
BRAND

Letters 1 2 3 4 5 6 7
 Position 1 2 3 4 5 6 7

Player One

Player Two

PLAY AGAINST THE COMPUTER•AGAINST AN OPPONENT
 MATCH YOUR WITS AGAINST THE BUILT-IN WORD BANK



S.R.
GAMES
SELCHOW & RICHTER

FRONT

SCRABBLE®
BRAND

SENSOR™

Electronic Word Game

Play against
the computer;
play against
an opponent



S&R
GAMES

SELCHOW & BRIGHTER

E.P./17

PARKER BROTHERS



PARKER BROTHERS - MERLIN

This is a very good example of the first generation of electronic games. Its strong and timeless design shows very early that the future had arrived! More conservative are its 6 types of memory-training games. Noughts and crosses and similar re-runs of well-known games.

PARKER BROTHERS - Q*BERT

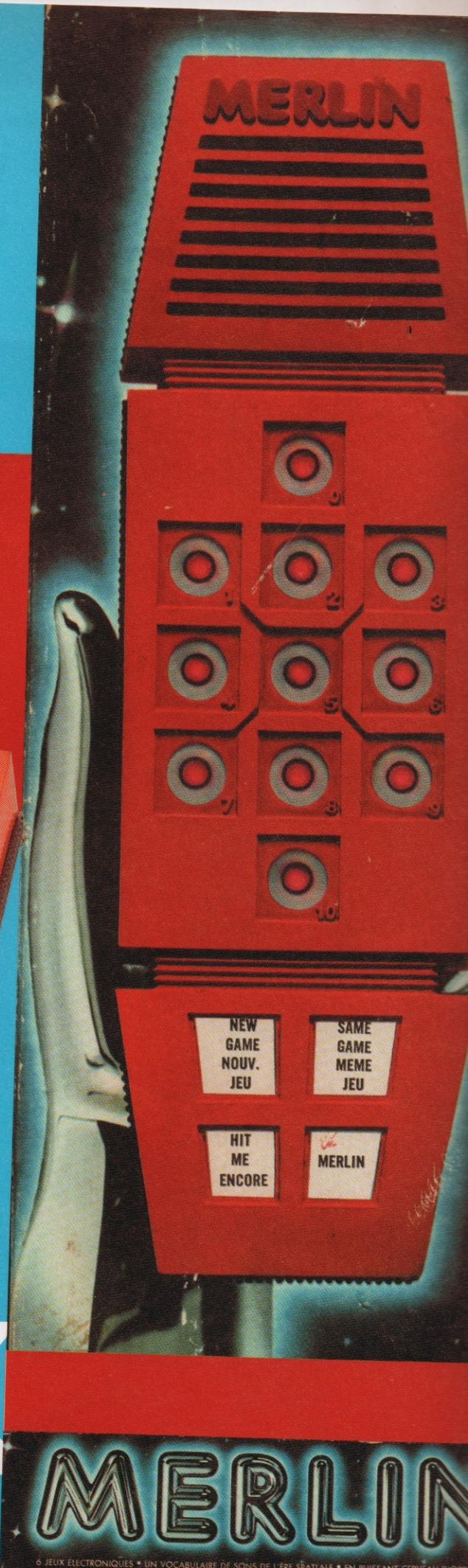
This lovely machine is the only VFD release by Parker Brothers. It was voted the «1983 tabletop stand-alone game of the year» by Electronic Games Magazine. It's the most successful handheld port of any arcade game ever. It features a large and sharp display and a big joystick. The detailed original characters and faithful gameplay make this a perfect game.

| | |
|------------|-----------------|
| TITLE: | MERLIN |
| COMPANY: | PARKER BROTHERS |
| SERIES: | 2 |
| YEAR: | 1978 |
| BATTERIES: | 1x9V |
| GAMETYPE: | MEMORY |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | L |

LED



SIDE



MERLIN



Q*Bert™



| | |
|------------|-----------------|
| TITLE: | Q*BERT |
| COMPANY: | PARKER BROTHERS |
| SERIES: | 1 |
| YEAR: | 1983 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 75% |
| QUALITY: | 100% |
| SIZE: | L |

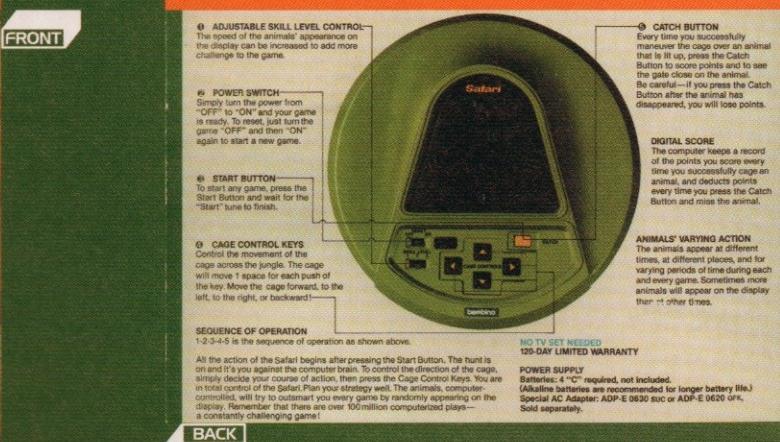
■■■■■ VFD

バンビーノ
bambino

■■■■■ VFD

| | |
|------------|--------------------|
| TITLE: | SUPERSTAR FOOTBALL |
| COMPANY: | BAMBINO |
| SERIES: | 3 |
| YEAR: | 1979 |
| BATTERIES: | 4xAA |
| GAMETYPE: | SPORTS |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | L |

VFD



| | |
|-------------------|----------------|
| TITLE: | SAFARI |
| COMPANY: | BAMBINO |
| SERIES: | 1 |
| YEAR: | 1980 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 50% |
| QUALITY: | 75% |
| SIZE: | XL |



BAMBINO - SUPERSTAR FOOTBALL

Bambino used this shape for 3 sports games. With the angled screen you can hold this game, while the thumbs do all the work. This Superstar Football has been sold many times and has great value-for-money. A large, solid and entertaining game, with a simple and bright VFD display. A year later Classic Football came out, which is basically the same game, but with a multi-coloured display. It's now easier to distinguish the players of each team.

BAMBINO - SAFARI

Safari is a game of caging animals in the jungle. All kinds of animals are pictured in simple forms on a 3 x 7 square playing field. When an animal lights up, you move a cage towards it, and press catch. Great round design completes this fresh and entertaining game.

BAMBINO - KNOCK'EM OUT BOXING

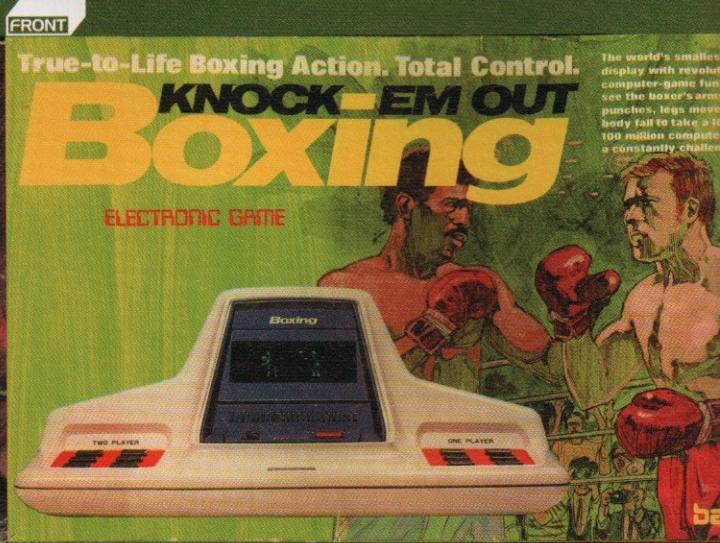
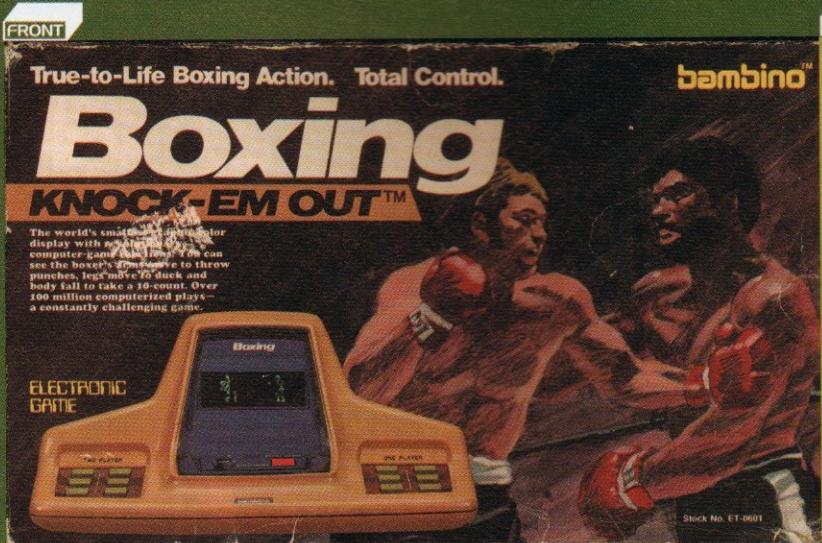
Boxing game that was rather inexpensive and found its way to many homes. It's good 2-player fun. There are nice detailed boxing figures on the display, but the sounds are horrible: far too loud and monotone. The case is very big and has the styling of all Bambino games, with thick plastic and rounded edges. A year later they released this game in a white case. This time the boxer pictured on the box is white. In '79 the casing was brown, like the boxer on the box.

bambino

||||-ECDVS

Boxing

TITLE: KNOCK-EM OUT
COMPANY: BAMBINO
SERIES: 3
YEAR: 1979
BATTERIES: 4xC
GAMETYPE: SPORTS
GAMEPLAY: 25%
QUALITY: 50%
SIZE: XL





ENTEX





ENTEX - DEFENDER

This very popular arcade game has been adapted very nicely. It has the same original controls, including the Hyperspace button, very nice artwork and much action on the multi-coloured display. You fly horizontally in both directions, trying to defend the planet from invading aliens. They're everywhere! This was the first Entex game with «gamespeed control». Materials on this case are put together well, and make it very appealing.

ENTEX - SUPER COBRA

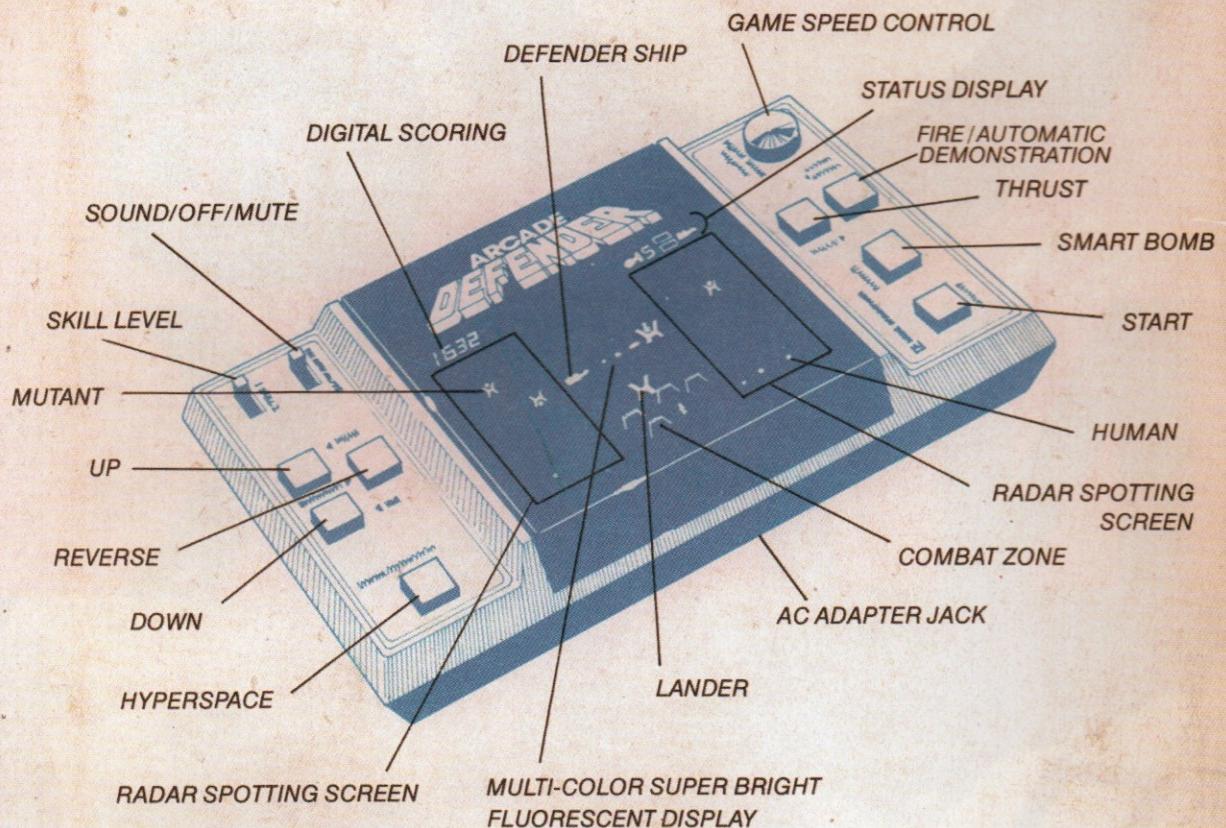
This adaptation of the arcade hit shows a helicopter flying at high speed. Attack and destroy as many rockets and fuel bases as you can! The game is well designed, with metallic accents and hip colour set in orange and purple. The screen is magnified with a big lens, built into the cover. All in all the materials and finish of this machine make it a solid and valuable game.



BACK

FRONT

Instrucciones En Español Disponible



ENTEX ELECTRONIC ARCADE

*Trademark owned and licensed by Williams Electronics.



ENTEX ELECTRONIC ARCADE

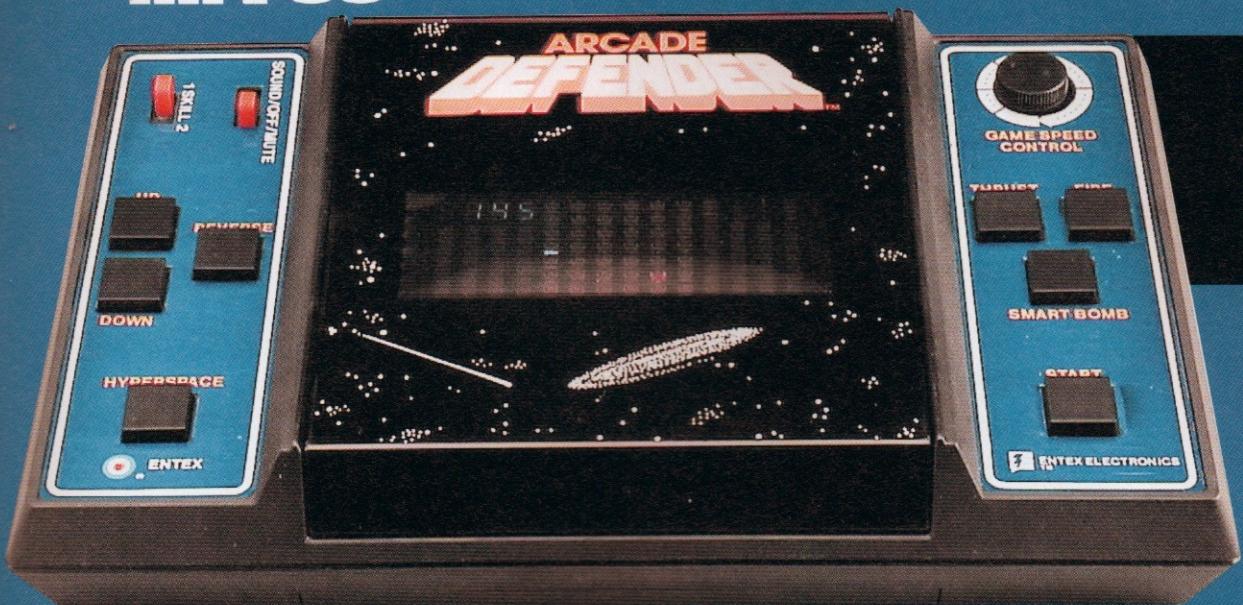
ENTEX
ELECTRONIC
ARCADE

© 1982 ENTEx INDUSTRIES, INC., COMPTON, CA 90220 / PATENT PENDING / MADE IN TAIWAN

*Trademark owned and licensed by Williams Electronics, Inc., Chicago, Illinois.



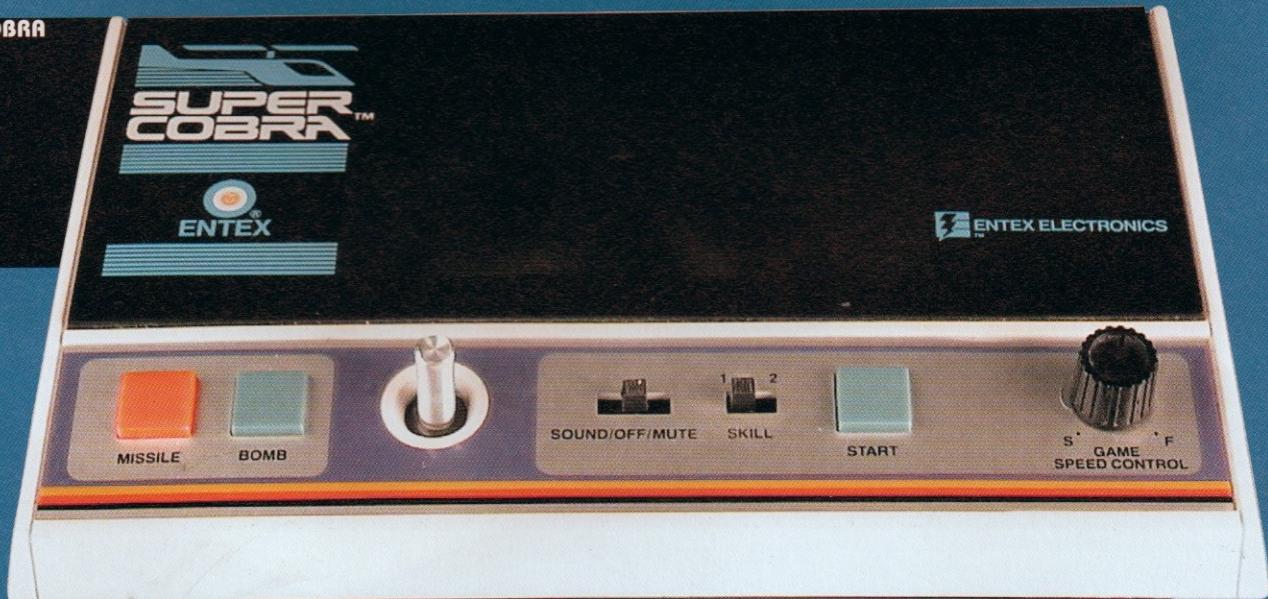
VFD COLOR



| | |
|------------|----------|
| TITLE: | DEFENDER |
| COMPANY: | ENTEX |
| SERIES: | 2 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | SHOOTER |
| GAMEPLAY: | 100% |
| QUALITY: | 100% |
| SIZE: | L |

エンテックス

| | |
|------------|-------------|
| TITLE: | SUPER COBRA |
| COMPANY: | ENTEX |
| SERIES: | 1 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | SHOOTER |
| GAMEPLAY: | 75% |
| QUALITY: | 75% |
| SIZE: | L |



VFD COLOR



FRONT



ENTEX

| | |
|------------|----------|
| TITLE: | STARGATE |
| COMPANY: | ENTEX |
| SERIES: | 3 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | SHOOTER |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | XL |



ENTEX - STARGATE

This is the biggest and loudest of a series of 3 tabletop games with an angled screen. They were the most exciting games Entex made, before they released the AdventureVision system. Spiders and Crazy Climber, the other two, are 50% smaller but have similar shapes. This is the follow-up to Defender, and has highspeed action and almost frightening sound effects!

ENTEX - GALAXIAN 2

After their series of LED sports games, Entex decided to change course. They made a real breakthrough with Galaxian 2. Not only had they licensed an arcade game, this was their first game with a (multi-colour) VFD display. You have to defend yourself against aliens that attack in many different patterns. Surrounded by moving stars, this is a 100% space-game! Even the case has a very characteristic space-ship structure on all sides, which was later also used for Super Space Invaders 2.





TITLE: GALAXIAN 2
 COMPANY: ENTEX
 SERIES: 2
 YEAR: 1981
 BATTERIES: 4xC
 GAME TYPE: SHOOTER
 GAMEPLAY: 50%
 QUALITY: 75%
 SIZE: L

FRONT

ONE-ON-ONE GALAXIAN 2

FOR 2 PLAYERS OR 1

ONE-ON-ONE ELECTRONIC COLOR HAND-HELD GAME

GALAXIAN 2

Uses 4 "C" batteries or AC adapter; not included

AGES 6 TO ADULT

ENTEX



A close-up photograph of a smiling man's face, partially obscured by a large, stylized graphic of the word "HEAD-TO-HEAD". The graphic is repeated in red and white, creating a layered effect. The background is dark, and the overall composition is dynamic and energetic.

七





BANDAI - HOKUTO VS. NANTO

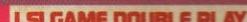
This game is based on the popular manga Hokuto No Ken. Playing in the far future, Hokuto has the power to kill bad people, whereas his rival Nanto has the ability to kill good people. Of course, this is a good proposition for a 2-player game. Very nice graphics, but not very spectacular gameplay.

GAKKEN - PAINT ROLLER

Here's a nice 2-player game, with head-to-head action on a double-sided display. This way you have two special views of the playing field. It's a normal maze-type of game where you must cover each field of the grid, without running into the enemy.



| | |
|-------------------|------------------|
| TITLE: | HOKUTO VS. NANTO |
| COMPANY: | BANDAI |
| SERIES: | 2 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 50% |
| SIZE: | XL |



LSI GAME DOUBLE PLAY

¥8800

1人で熟練

2人で対決!!

5つのゲームで北斗神拳、
南斗聖拳にチャレンジ。

北斗神拳

北斗VS南斗対決5

©武論尊・原哲夫・集英社・フジテレビ・東映動画

FRONT



■■■-1 VFD COLOR ■■■

Gakken



| | |
|------------|--------------|
| TITLE: | PAINT ROLLER |
| COMPANY: | GAKKEN |
| SERIES: | 1 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 25% |
| SIZE: | XL |



DETACHABLE CONTROLLERS



TITLE: WRACING
COMPANY: BANDAI
SERIES: 1
YEAR: 1985
BATTERIES: 3xAA
GAMETYPE: RACING
GAMEPLAY: 75%
QUALITY: 100%
SIZE: M

LSI GAME WRACING



The new exciting LSI-Car Race Game, enjoyable in pairs. Choose one of the three courses and hold the controller handle. You can be a first-class racer.



BANDAI - WRACING

Bandai had to make a game with detachable controllers as well. They chose to make a racing game, with a nice split-screen, so each player has his own view of the track. You can choose from 3 different tracks, each demanding different skills. The tiny joystick on the handles control speed, brakes and direction.

NINTENDO - DONKEY KONG III

Other than with the other Game & Watches, Nintendo made three 2-player games. These Micro Vs System games have detachable controllers that can be stored away very easily inside the cover of the game. The cables can be rolled up inside the controller. Two games feature Donkey Kong variations, the other one is Boxing. A true head-to-head theme of course, but quite violent for Nintendo's standards! It's the only G&W that features such realistically drawn characters and violent elements in gameplay.

TAKARA - BANANABOAT

Takara made 4 of these multi-purpose games. They all offer 2 types of games: a regular action/theme game and classic card games, like blackjack and poker. For these card games it can be connected to other units with a special cable! The extra-wide display shows very funny cartoon figures. You have to transport bananas back and forth, from a monkey to members of an African tribe. In return you receive diamonds and gifts. But if you fail, you end up in the boiling soup!

TAKARA - HAMBURGER

In the second game of the Card & Action series, you are the only waitress at a snackbar. Included are: lots of annoying customers, stupid co-workers, dangerous piles of dirty dishes and of course your boss...



GAME
&
WATCH

Nintendo

TITLE: DONKEY KONG
COMPANY: NINTENDO
SERIES: 3
YEAR: 1984
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 75%
SIZE: M



=LCD & VS=



JOYTRONICS

SYSTEM Card & Action

- ニュータイプのアクションゲーム
- カードゲームはプロ感覚！
- 連結プレイも可能
- 4大機能を内蔵

アクション カード タイム ジョイント



ジャングルは土人でいっぱい

バナナボート Banana Boat

FRONT

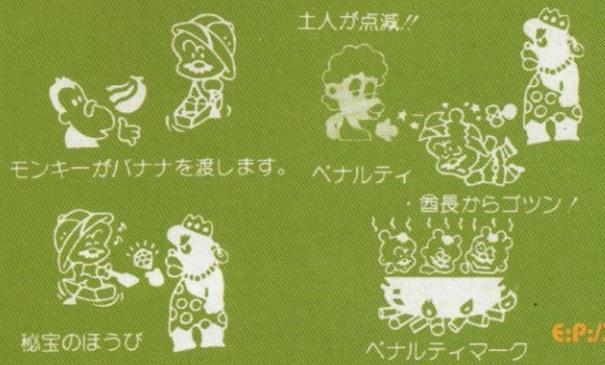


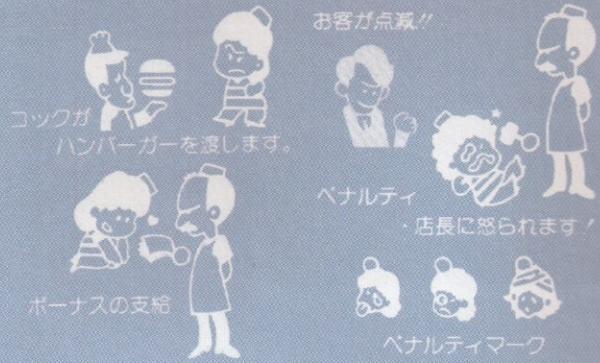
TAKARA

LCD



TITLE: BANANA BOAT
COMPANY: TAKARA
SERIES: 4
YEAR: 1984
BATTERIES: 2xLR44
GAMETYPE: ACTION+CARD
GAMEPLAY: 25%
QUALITY: 50%
SIZE: M





FRONT

JOYTRONICS ¥6,980 SYSTEM Card & Action

- ニュータイプのアクションゲーム
- カードゲームはプロ感覚！
- 連結プレイも可能
- 4大機能を内蔵

(アクション カード タイム ジョイント)

ハンバーガー **ウェイトレスはテ** **Hamburger**

BACK

Hamburger

アクションゲーム

お客様の注文に応じてコックからウェイトレスを移動してハンバーガーを渡して下さい。店長のボーナスで得点倍増！レベル2はプロ用。

カードゲーム

キー操作1つで「パン抜き」「ブラックジャック」そしてあなたの考えたカードゲームもプレイできる全く新しい機能を備えています。

アルカリ電池LR44(A76) 2個付

SYSTEM Card & Action
システムカード&アクション

アクションゲーム・カード・タイム、更には連結でジョイントゲーム。また、拡大可能なLCDゲームです。

ジョイントゲーム

付属コードを使って4台まで接続プレイが可能です。仲間達を呼んで「パン抜き」や「ボーカー」を楽しみましょう。

TIME

スクリーンに大きくデジタルタイムが表示します。

ユニットで拡大

ボディ上部のコネクターに別売ユニットを接続すると更にゲームプレイを拡大できます。

TAKARA

ご購入頂いたお客様へ、下記サービスセンターにてお問い合わせください。
カタログサービスセンター
TEL:東京(03)985-9330
東京(03)985-9331
福岡(092)321-0101
大阪(06)265-0101

| | |
|-------------------|-------------|
| TITLE: | HAMBURGER |
| COMPANY: | TAKARA |
| SERIES: | 4 |
| YEAR: | 1984 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | ACTION+CARD |
| GAMEPLAY: | 25% |
| QUALITY: | 50% |
| SIZE: | M |



LCD GAME

LICENSED

READ

BANDAI - FL BURGERTIME

Burgertime is a great game. Create your burgers and be beware of aggressive peppers. This is a licensed production of Midway. The artwork is 100% correct and gameplay is good. This kind of VFD tabletop is one of a series of 3 that Bandai started making, after their black & silver period.

TOMY - TRON

When Walt Disney released the legendary special effects Tron movie in 1980, Tomy presented the electronic game based on the movie. It has 3 different games, played in order of difficulty. Beautiful characters on this multi-colour display. The case is transparent and reveals the built-in electronics.

BANDAI - CRAZY CLIMBER

This is your typical state-of-the-art VFD tabletop. The classic Nichibutsu arcade game is great on any game system. Move your climber up the skyscraper utilizing two little joysticks. On the 49th floor a helicopter is waiting. But on his way up there are many obstacles. Watch out for closing windows, bird droppings and this maniac who is throwing flower pots at you! Each joystick controls one hand. Because of the steady back and forth motion, this game is very involving!

COLECO - DONKEY KONG

In 1981 Nintendo created this very popular videogame. They also made the double screen LCD version, but licensed Coleco to make the tabletop. As with all their mini-arcade versions, it was a great hit. But the adaptation wasn't done with much care: the sprites lack detail, the building construction doesn't resemble the original setup and playability is not very good, either. The sound effects and music are great.



BANDAI ELECTRONICS
LSI PORTABLE GAME

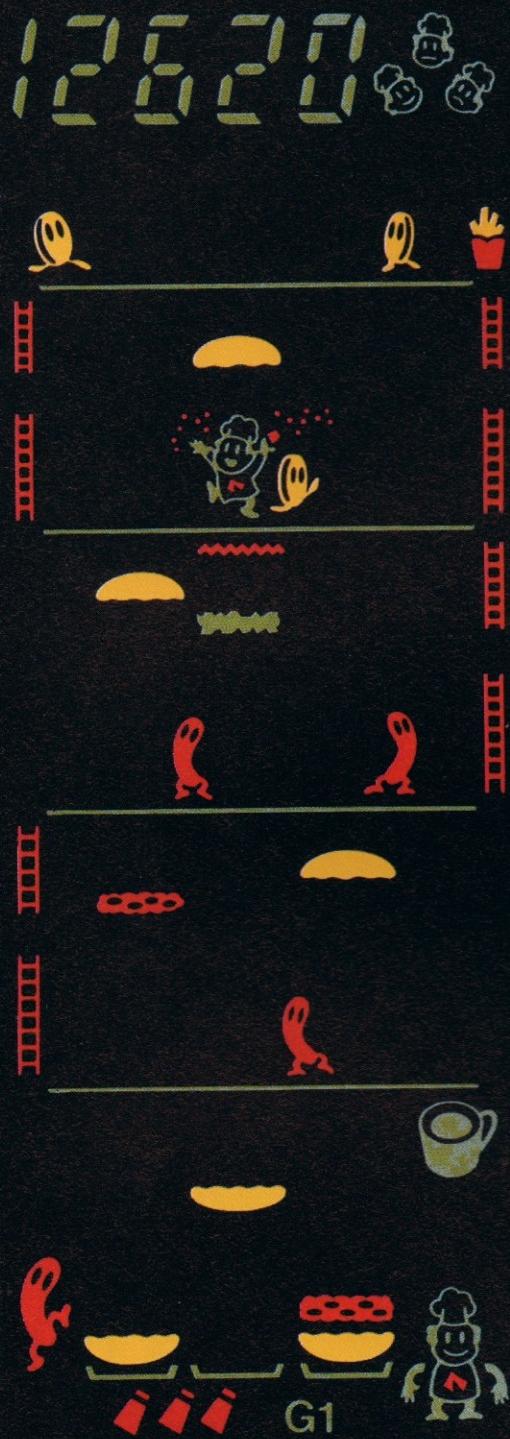


TM

BurgerTime



FRONT



"Made and sold under license from DATAEAST INC."

| | |
|-------------------|-------------------|
| TITLE: | BURGERTIME |
| COMPANY: | BANDAI |
| SERIES: | 3 |
| YEAR: | 1984 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 100% |
| QUALITY: | 100% |
| SIZE: | XL |



BACK



38/E:P:

TOMY

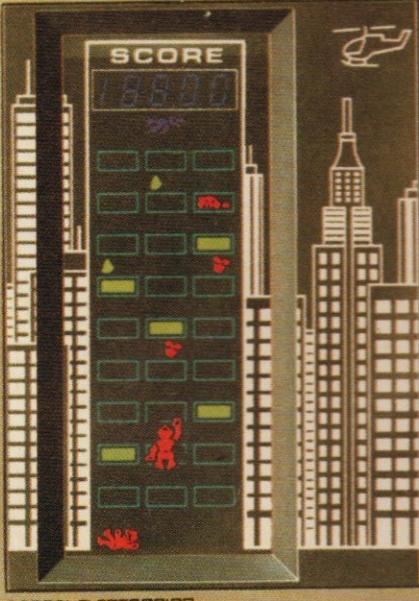


TITLE: TRON
COMPANY: TOMY
SERIES: 4
YEAR: 1981
BATTERIES: 4xC
GAMETYPE: ACTION
GAMEPLAY: 100%
QUALITY: 50%
SIZE: L

Ages 8 and Up
No. 8203

CRAZY CLIMBER™

You control the climber's movements as he avoids obstacles and tries to conquer a 49-story skyscraper!



BANDAI
ELECTRONICS
ARCADE



Made in Japan
BANDAI AMERICA - Allendale, N.J. 07401
Copyright © 1981 Bandai America, Inc.
Uses 4 "C" cell batteries (not included). Can be used with AC adapter (purchase separately).

■ ■ ■ ■ ■ VFD COLOR

TITLE: CRAZY CLIMBER
COMPANY: BANDAI
SERIES: 5
YEAR: 1981
ATTERIES: 4xC
GAMETYPE: ACTION
GAMEPLAY: 75%
QUALITY: 100%
SIZE: XL

COLECO

| | |
|-------------------|-------------|
| TITLE: | DONKEY KONG |
| COMPANY: | COLECO |
| SERIES: | 5 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | XL |



The Official

DONKEY KONG™



Like the real
Donkey KongTM
arcade game!

COLECO

AGES 8 TO ADULT

BACK

1 Donkey Kong™ the ape has stolen Mario's girlfriend and has taken her to the top of a steep fortress. Mario must save her! Use the joy stick and jump button to get Mario over the barrels and on his way to the top!



1 Mario runs along the ramps
and climbs on the bridge.



2 Mario must jump over the barrels that the ape throws his



3 Mario jumps for the hammer



**MULTI
SCREEN**

マルチ スクリーン





NINTENDO - DONKEY KONG

Here's your classic handheld game. It's not the first flip-open-like-a-book Multiscreen game by Nintendo, but certainly the most popular of this series. A very nice version of the original Donkey Kong game. Guarantees many hours of fun. The strong orange case can be found in many stored-away toy-boxes.



NINTENDO - MARIO BROS

Nintendo made 2 kinds of Multi Screen Game & Watches. Three have the screens next to each other, while the other games unfold in the top and the bottom. This Mario Bros is a true classic. Gameplay happens simultaneously on both screens and can get pretty hectic! The later famous plumbers Luigi and Mario run up and down along the delivery belt in order to transport packages and load up the trucks. Fun to see that their boss gets pretty angry when they're not fast enough and items are dropped.

TRONICA - MONKEY KINGDOM

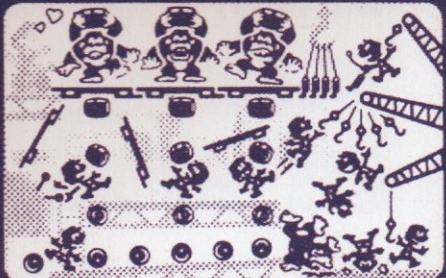
Who uses the most screens? With so many single and double screens, it was just a matter of time before triple screens were produced. Opened up, it has one big screen in the middle, and 2 smaller screens on each side. The game starts on the left. In the middle of the jungle, you have to first cross a river to get to the Monkey Kingdom, where 2 princesses are held hostage. You must rescue both and escape with a little boat, waiting in the third screen.

VTL - RABBIT HOP

VTL also made a couple of triple screen LCD games. They had at least 5 games in this series, where different levels were divided over 3 screens. Help the small rabbit to get his carrot in the top screen. On his way he's being attacked by spiders, a cat and other mean creatures of the woods ...

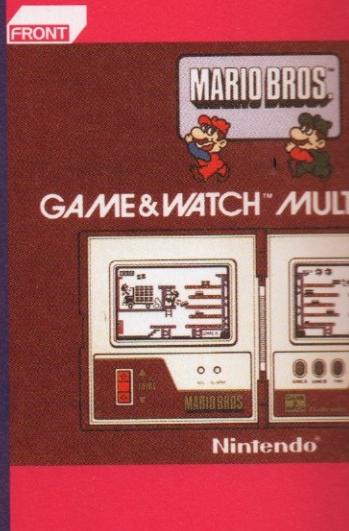
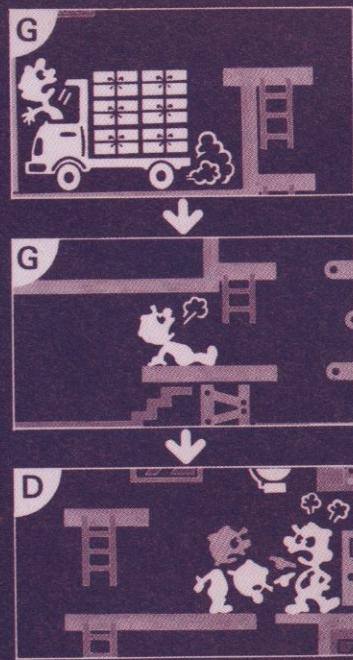
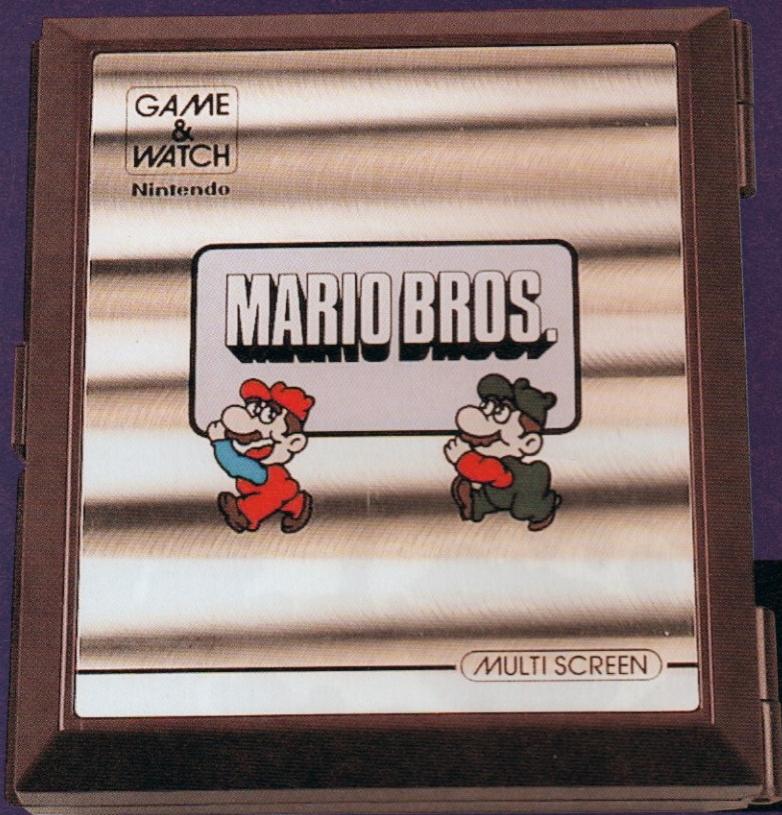


Nintendo GAME & WATCH



LCD MULTISCREEN

| | |
|------------|-------------|
| TITLE: | DONKEY KONG |
| COMPANY: | NINTENDO |
| SERIES: | 15 |
| YEAR: | 1982 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 75% |
| QUALITY: | 75% |
| SIZE: | S |



TITLE: MARIO BROS
COMPANY: NINTENDO
SERIES: 15
YEAR: 1983
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 100%
QUALITY: 75%
SIZE: S

LCD MULTI SCREEN





NAME: STARGATE
PRODUCER: ENTEX
YEAR: 1972
GAMETYPE: SHOOTER
SIZE: 120x400
WEIGHT: 200g
BATTERIES: 2x3V

LCD MULTI SCREEN

SIDE

ROYAUME DES SINGES MONKEY KINGDOM

ZoF

MK-33



Super Tri-Screen



- SCREEN 3
- Depress RIGHT to enter Screen 2 and forward.
- Depress FREE to release the lady.
- If tunnel is not blocked, get in and escape.
- Depress HIDE to hide into the hollowed trunk.
- Depress HIDE again to come off within 6 sec., otherwise tails.
- Depress RIGHT to jump into the boat.



- SCREEN 2
- Depress RIGHT to enter Screen 2 and forward.
- Depress FREE to release the lady.
- If tunnel is not blocked, get in and escape.
- Depress HIDE to hide into the hollowed trunk.
- Depress HIDE again to come off within 6 sec., otherwise tails.
- Depress RIGHT to jump into the boat.



- SCREEN 1
- Select GAME A or GAME B.
- Depress "START" key to start the game.
- Depress RIGHT, LEFT to move forward or backward.
- Depress JUMP when the Ladder appears.

FRONT

TITLE: RABBIT HOP
COMPANY: VTL
SERIES: 5
YEAR: 1982
BATTERIES: 2xLR44
GAMETYPE: FANTASY
GAMEPLAY: 25%
QUALITY: 50%
SIZE: M



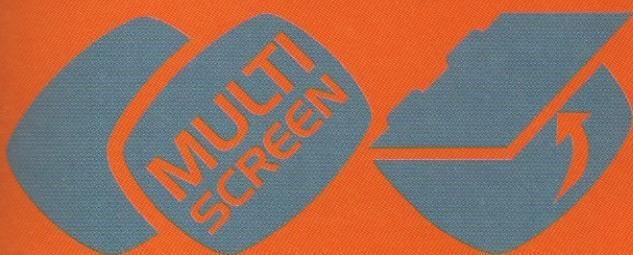
LCD MULTI FUNCTION



マルチ スクリーン

MULTI FLIP SCREEN TOP

フリップトップ



BANDAI - SPACE CENTURION GUNDAM

Bandai made 3 Triple Vision games. They all have two screens with 3 different playing stages. Nice products with delicate and innovative technology! In the first scene, both

screens are active and you move your robot up and down between two layers. After

the first stage, you are asked to flip up the screen. Now the game continues in the

upper screen. The last part takes place in the bottom screen. Throughout the game

you must defend your space ship from getting attacked by giant evil robots.

BANDAI - PROSOCCER

Bandai used 2 types of displays for this soccer game. One regular LCD display for the action on the field, and a colour LCD with the action in front of the goal, as seen from the field. Bandai named this «Aurora Vision» display, like the scoreboard in big stadiums. This unusual shape wasn't used for any other game.



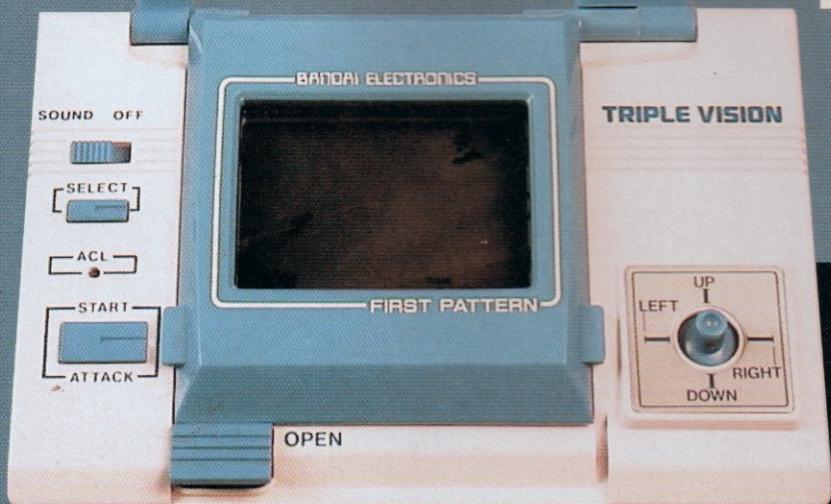
LSI GAME TRIPLE VISION

モビル・スイート・ガンダム RX-78
ガンダム 3大決戦!

宇宙3大決戦、1台で3つの戦いに挑戦!!

BANDAI エレクトロニクス事業部

FRONT



**MOBILE SUIT GUNDAM RX-78
ガンダム 3大決戦!**

■ 第1パターンは二層のゲームです。Gアーマーを動かしてミサイル攻撃、ホワイトベースを行います。第2パターン、第3パターンは2枚3つのゲームです。上バネルでガンダムとザクの撃ち合い、下バネルではビームサーベルで接戦を行い得点を競います。

- サウンドスイッチ
ゲームサウンドのON-OFF切替を行います。
- セレクトキー
時刻表示とゲームを選択時に押します。
- ACL
電池ボックスのシールをぬき取ったり、電池を入れた後と時刻を修正する時に押します。
- スタート/アタックキー
ミサイルやザクを攻撃する時に押します。ゲームもスタートする時に押します。
- オープンキー
上バネルを開ける時に押します。

● ホワイト電池 (アルカリLR44) 2個
ご注意 この商品は電池が消耗すると誤動作をしますので、新しい電池と交換し、確認下さい。

発売元/株/ BANDAI エレクトロニクス事業部
東京都台東区駒形2-5-4 平111
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お問い合わせ窓口は、お客様の住所、氏名、電話番号も必ずお知らせください。
(東京) 平111 東京都台東区駒形2-5-4 電話03-862-0371㈹
(大阪) 平548 大阪市西区内宮町4-5-1 電話06-942-0371㈹
電話受付時間 月~金曜日(除く祝日) 10:00~16:00

● ジョイスティックコントローラー
第1パターンでGアーマーを上下左右に、第2、第3パターンでガンダムを左右に動かします。時刻を修正する時に使用します。

● 上バネル
● 下バネル
● スクリーン

| | |
|-------------------|------------------------|
| TITLE: | SPACE CENTURION GUNDAM |
| COMPANY: | BANDAI |
| SERIES: | 3 |
| YEAR: | 1983 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 50% |
| QUALITY: | 100% |
| SIZE: | M |

マリチビビジョン

BANDAI

Pro Soccer

TITLE: PRO SOCCER
COMPANY: BANDAI
SERIES: 1
YEAR: 1984
BATTERIES: 2xLR44
GAME TYPE: SPORTS
GAMEPLAY: 50%
QUALITY: 75%
SIZE: L





パーマン

2つの画面で
おもしろ・スリル!

人気
キャラクターで
新登場!

ST 比較安全基準会員
会員登録番号 T-238261
(社)日本玩具協会
東京都台東区西3丁目4-11
ヨネザワ
MADE IN JAPAN

ミツ夫くんが家から出発し、途中でバーマンに変身。バーマン2号と力を合わせて難関を突破し、ヘリコプターで人質になっているみっちゃんを助けて家に戻つてくるゲームです。

●スライドパネル

大きい画面から
もう1つの画面へ!!
(バーマンが出たり入った
りする時上下に動かします。)

●ゲームボタン

(ゲームA, Bを選びます。)

●スタートボタン

■電池付き



●サウンド切換スイッチ

●電源スイッチ

当製品についての
ご質問等はお問い合わせ
下さい。

Creative Playthings
Yonezawa
Corporation

〒111 東京都台東区浅草橋3-16-6 ☎03(861)6361㈹



★マルチボーイには「さ
くらの猿飛」、「西部警察」もあります。

LCD
MULTIBOY



TITLE: PARMAN
COMPANY: YONEZAWA
SERIES: 3
YEAR: 1982
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 75%
QUALITY: 75%
SIZE: M

| | |
|------------|----------|
| TITLE: | OMORASHI |
| COMPANY: | BANDAI |
| SERIES: | 3 |
| YEAR: | 1983 |
| BATTERIES: | 2xAA |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 50% |
| QUALITY: | 75% |
| SIZE: | M |

VONEZAWA - MULTIBOY PARMAN

Yonezawa released 4 games of this type. Its rather large shape with big display is good value for money. Another nice feature is a second so-called Slide-Panel display. At the crucial stage in the game, action moves in here. Knockout the bad guy in the helicopter, then land the air-craft and escape safely with the rescued little girl. Starring Parman, as in many other nice games!

BANDAI - TECTRON OMORASHI BABY

This series of 3 Tectron games share extra functionality, uncommon for electronic games. Besides the standard game, these machines include an AM-radio, as well as an Electro Kit. It functions as a metronome, but you can also adjust the circuitry by plugging in a loose transistor. Make your first step into micro-electronics, and perhaps build your own handheld game some day?

BANDAI - PENGUINLAND

Great line-up of 2-player LCD games. Closed and flat you can play on your own. But opened up, each player has a dedicated view. Bandai made 6 games with this shape. An iceberg stands between a penguin and a seal. The seal throws bombs that have to be caught and thrown back. Occasionally an ice block appears. Collect three of these and pile them up. Climb on top and now you're able to reach the fish and eat it and now you're able to reach the fish and eat it!

Yonezawa
Creative Playthings
Corporation

TECTRON

TECTRON

テクトロン



BANDAI®

L SIGAME LCD WIDE SCREEN
看護婦さんは大あわて／赤ちゃんの
オモラシ受けとめてメタルをいつはいちらいます。

AM RADIO MUSIC & NEWS
AMラジオで音楽や
ニュースが聞けます。

EL KIT RHYTHM BOX リズムボックス
METRONOME メトロノーム
DATA CODE データー暗号

¥6000



1. 各部の名称と働き



TITLE: PENGUIN LAND
 COMPANY: BANDAI
 SERIES: 6
 YEAR: 1984
 BATTERIES: 2xLR44
 GAMETYPE: ACTION
 GAMEPLAY: 100%
 QUALITY: 100%
 SIZE: L





TITLE: PENG
COMPANY: BANDAI
SERIES: 4
YEAR: 1982
BATTERIES: 2xLR44
GAMETYPE: SHOOTER
GAMEPLAY: 75%
QUALITY: 75%
SIZE: S

BANDAI ELECTRONICS
 LCD GAME DIGITAL

Pengo

かわいいパンゴのスノービー退治!! SEGA

FRONT

LCD 2nd & 3rd GENERATION

SINGLE SCREEN



BANDAI - PENG

A very rare LCD version of the popular videogame. Keep the penguins habitat clear and crush the little creatures by pushing ice-cubes onto them. Extra points are scored when you complete a row of three ice-cubes. The tiny joystick is an effective alternative to 4 directional buttons.

SUNWING - COFFEE HOUSE

This game by Sunwing comes from the same factory as Q&Q games. Very small and lovely decorated. It seems to be designed especially for girls. A waitress must serve a maximum number of impatient customers, just like in Bandai's Beauty Salon.

BANDAI - DR DENTAL

Another simple left-right game, from an early series by Bandai. The shocking view of this boy's mouth and teeth is great. Destroy all nasty bacteria and keep the kid healthy!

BANDAI - LAS VEGAS

A second game in that series also has its own bright coloured plastic cover. You stand behind a row of three gamblers at their slot-machines. The task is to collect falling coins whenever they hit the jackpot. Test your luck at the one-armed bandit in the bonus round.

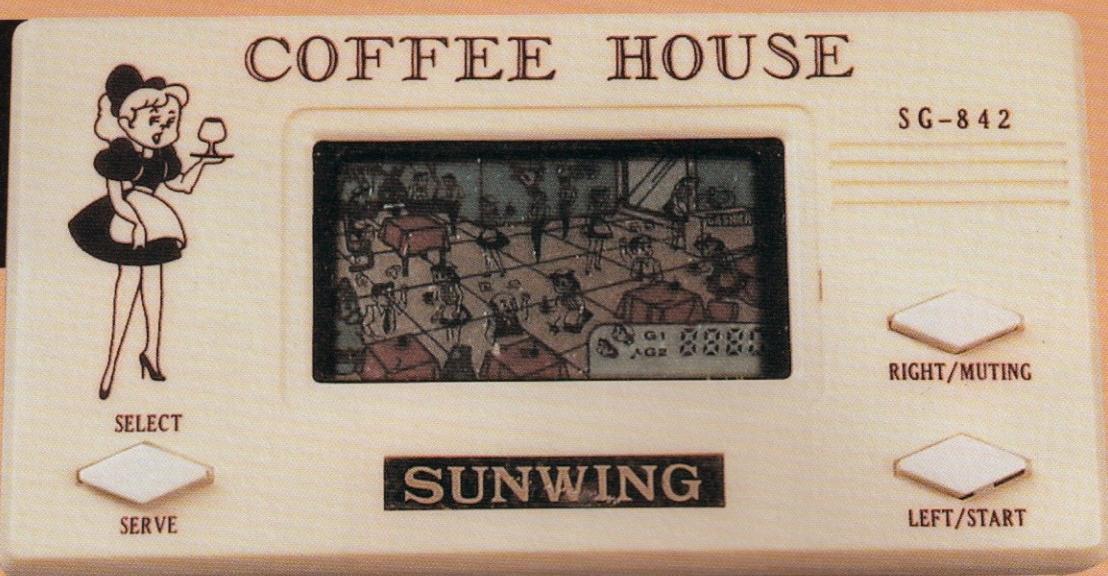
TAKATOKU - ROBOT MAKER

This game by Takatoku is one from a series of 3. At the robot factory you have to complete unfinished robots by adding arms and heads. After that, they are checked and you have time to take a rest: you can smoke a cigarette now!

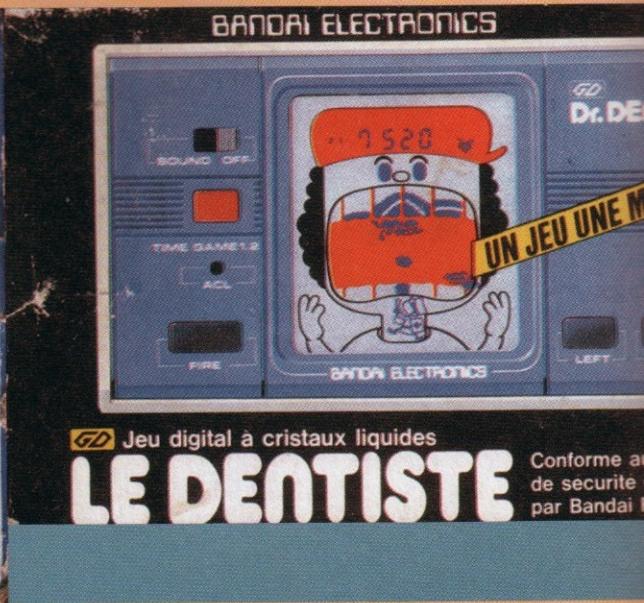
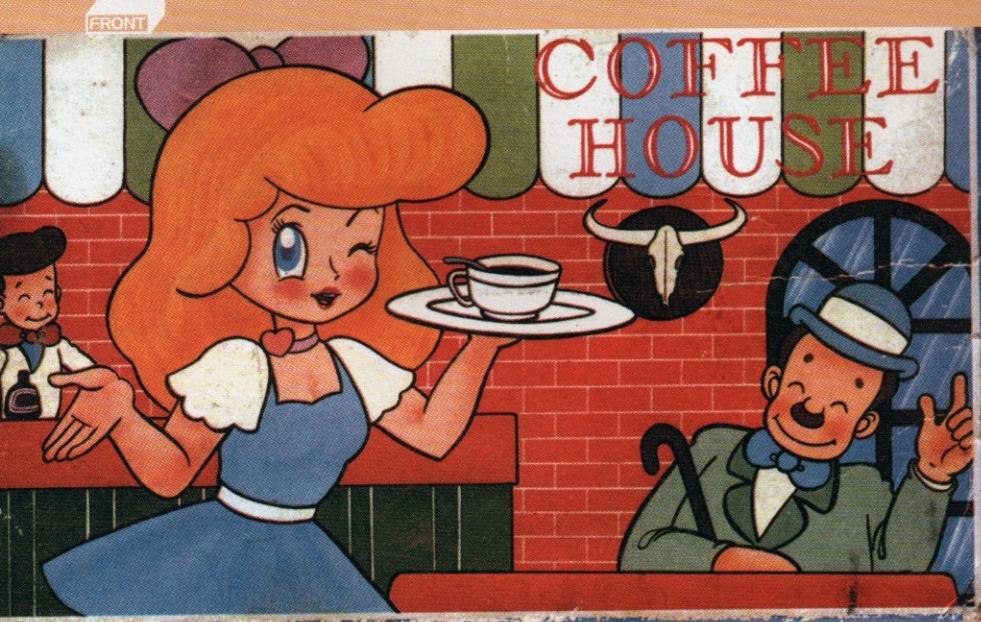
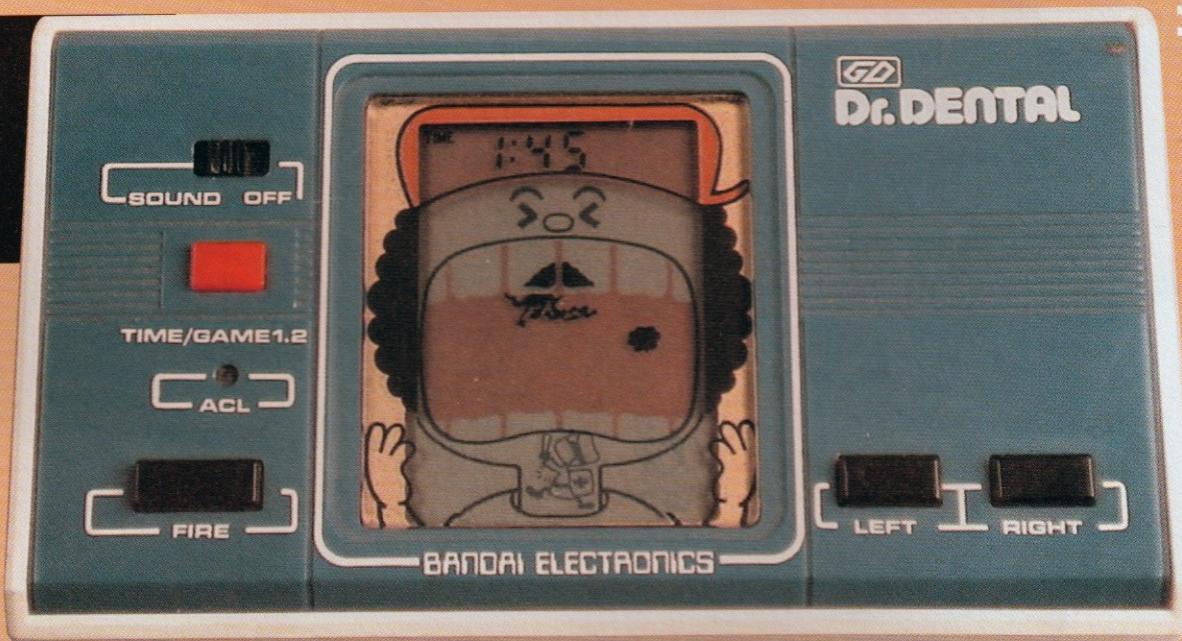
ROSY - FIGHTING CLIMBER

Of only a few LCD games by Rosy, this is a clear copy of Crazy Climber. Climb up a building to a waiting helicopter, while many falling objects must be dodged. The well-designed, slick plastic case with its metallic buttons compensates for the simple gameplay. The same style returns in their line of 3-D tabletops like Space Galaxy.

TITLE: COFFEE HOUSE
 COMPANY: SUNWING
 SERIES: 2
 YEAR: 1982
 BATTERIES: 1xLR44
 GAMETYPE: ACTION
 GAMEPLAY: 25%
 QUALITY: 50%
 SIZE: XS



TITLE: DR DENTAL
 COMPANY: BANDAI
 SERIES: 9
 YEAR: 1982
 BATTERIES: 2xLR44
 GAMETYPE: ACTION
 GAMEPLAY: 25%
 QUALITY: 75%
 SIZE: XS

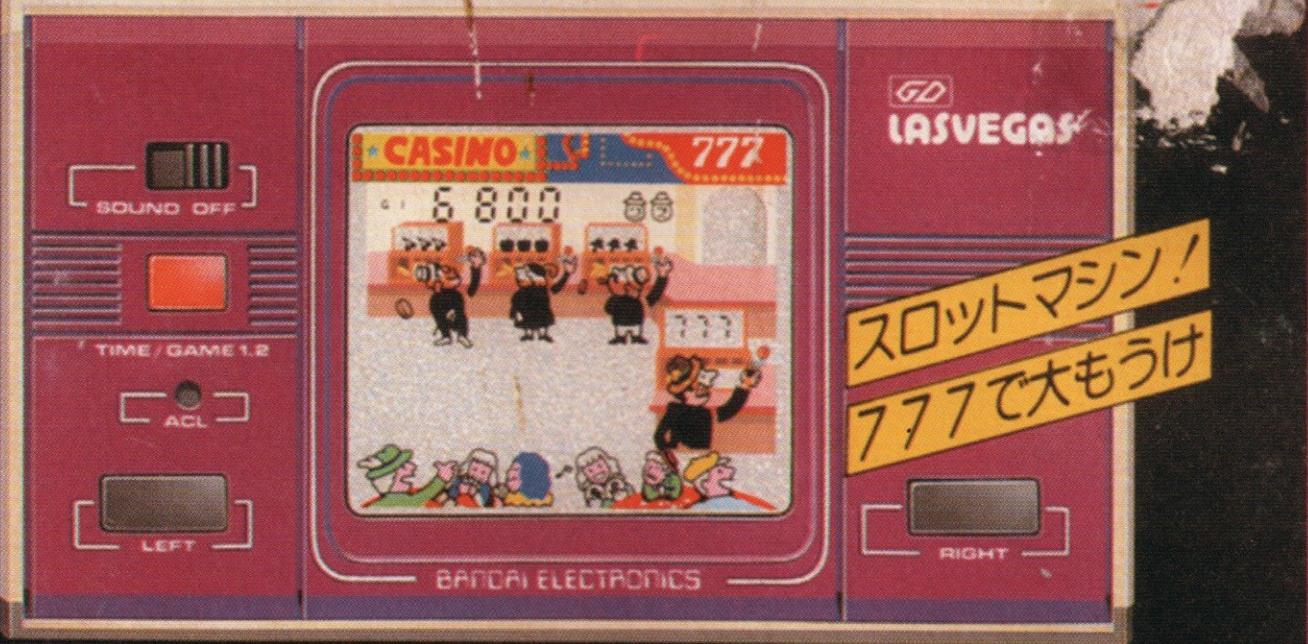


SERVE

FRONT

BANDAI ELECTRONICS

16279



**LCD GAME DIGITAL
LASVEGAS**

ラスベガス

FRONT



LCD

BANDAI ELECTRONICS
LASVEGAS

スロットマシンからあふれるコインをプレーヤーが受け集めると得点。規定得点に達するとスロットマシンに挑戦。
「777」を揃えると高得点。揃った数字によってボーナス点
が得られます。コインを3回落とすとゲーム終了。

ゲームサウンドの
ON, OFFスイッチ

セレクトキー——
タイム、ゲーム、1.2を選
びます。時刻修正後に、
時刻をスタートさせます。

ACL——
電池を入れた後と、時計
を修正する時に押します。

アクションキー(LEFT)——
人間を左へ移動させます。



デジタルスコア
時刻とゲームの得点を
表示します。
得点は0~19990

アクションキー(R)
人間を右へ移動させます。
また、スロットマシンをスタ
ートさせる時と、ストップす
る時に押します。時刻修正
(分単位)に使用します。

パッケージイラストと商品とは異なる点があります。
購入すると誤動作をしますので新しい電池と交換し、確認してください。

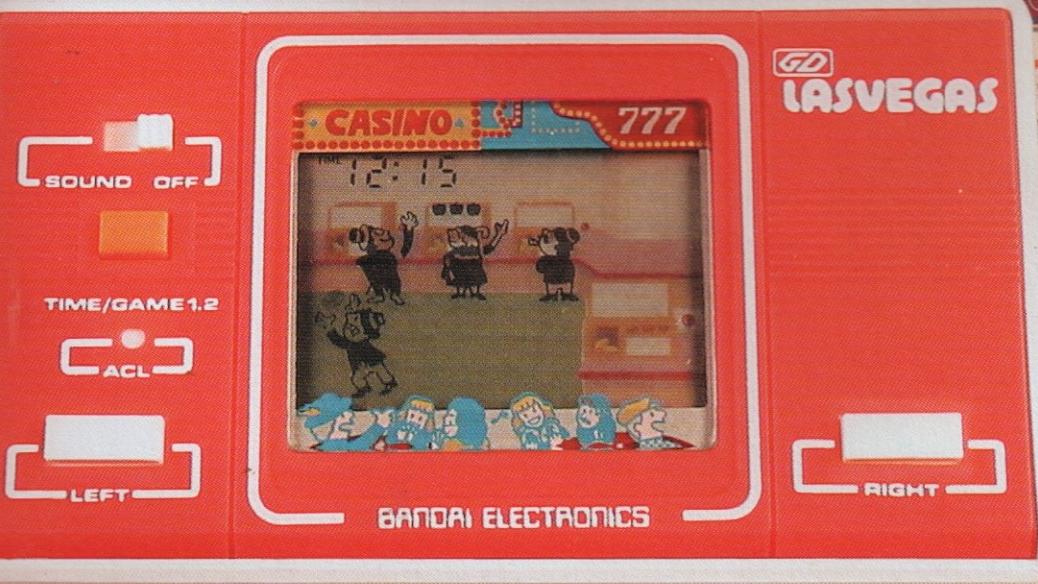
貰い上げ頂き誠にありがとうございます。
ですが、万一お気付きの点がございましたら下記

前3-1-12、電話03(862)0371㈹

相談センター バンダイ商品係



BACK



TITLE: LAS VEGAS
COMPANY: BANDAI
SERIES: 9
YEAR: 1982
BATTERIES: 2xLR44
GAME TYPE: ACTION
GAMEPLAY: 25%
QUALITY: 75%
SIZE: XS

 TAKATOKU TOYS CO., LTD.

GEBRAUCHSANWEISUNG

"Robotmacher"

ROBOT MAKER

FRONT

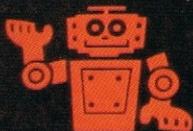


56/E:P:

 TAKATOKU TOYS CO., LTD.

 LCD

ROBOT MAKER



ACTION



START



ON

OFF

LEFT

GAME 1

RIGHT

GAME 2

LCD

TITLE: ROBOT MAKER
COMPANY: TAKATOKU
SERIES: 3
YEAR: 1982
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 50%
SIZE: S



ROSY
ELECTRONICS

GAME & CLOCK

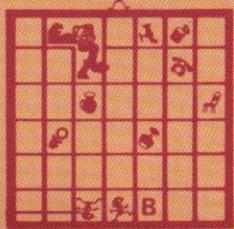
LCD

RC-2006

FIGHTING CLIMBER

INSTRUCTION BOOK

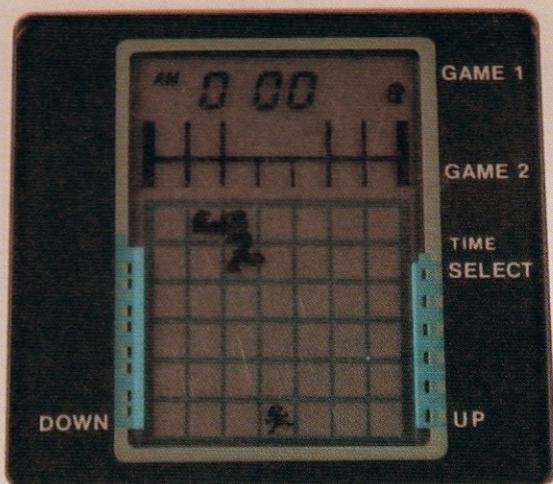
3:5 1:1



FIGHTING CLIMBER

 LCD

GAME & CLOCK
LCD



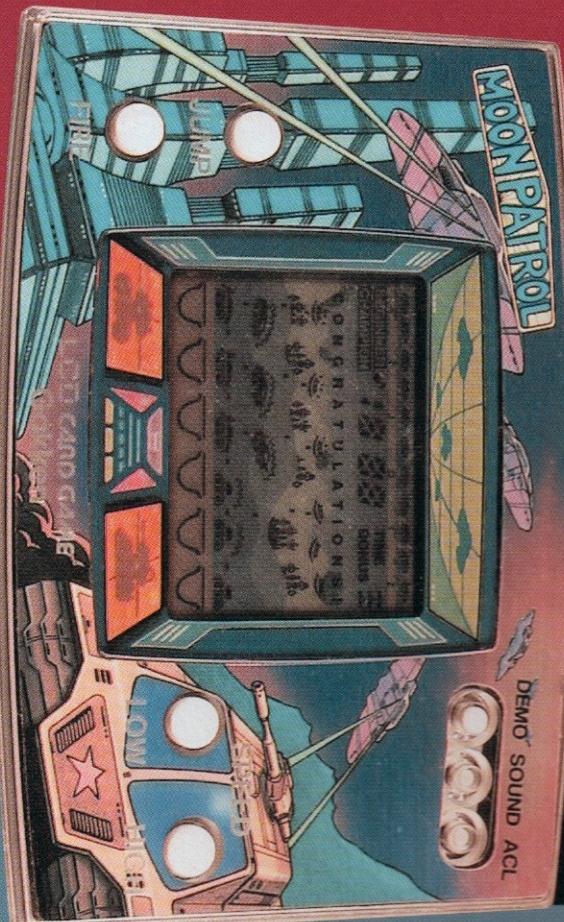
GAME 1

GAME 2

TIME
SELECT

fighting climber

TITLE: FIGHTING CLIMBER
COMPANY: ROSY
SERIES: 2
YEAR: 1982
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 75%
SIZE: S



ムーンパトロール

LCD CARD GAME

マルチカラースクリーン

- アルカリボタン電池(LR44)2個付き
- サウンドオフ機能付き
- 品質保証書/取扱説明書付き

©item

FRONT

| | |
|-------------------|-------------|
| TITLE: | MOON PATROL |
| COMPANY: | GAKKEN |
| SERIES: | 9 |
| YEAR: | 1982 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 75% |
| QUALITY: | 100% |
| SIZE: | S |

Gakken LCD CARD GAME



| | |
|-------------------|---------|
| TITLE: | PINBALL |
| COMPANY: | BANDAI |
| SERIES: | 9 |
| YEAR: | 1981 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 50% |
| SIZE: | S |

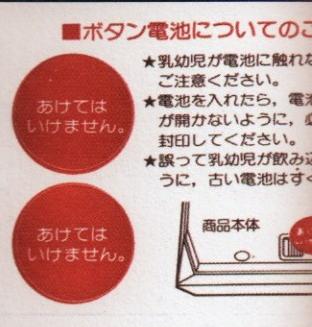
READ

GAKKEN - MOON PATROL

My personal favorite in the arcades! Jumping over mines and craters with your moon buggy, while shooting at attacking space ships. After completing a stage successfully you see a big CONGRATULATIONS! The artwork on box and display show the special vision Gakken had on this theme.

GAKKEN - PINBALL

In this third line of LCD games, Gakken tried to distinguish their games with visually very appealing casings. Transparent plastic with an unusual shape and rich illustrations printed on metal covers.



LCD カード ゲーム
CARD GAME

サチライト

SEARCH LIGHT
看守の目を盗め!
暗闇をぬって逃げろ!!
スリルあふれる脱走ゲーム。
ニータイプ画面で初登場!!



- アルカリボタン電池(LR44) 2個付き
- デジタル時計 アラーム機能付き
- サウンドオフ機能付き
- 品質保証書 取扱説明書付き

マルチカラースクリーン
Gakken

READ

GAKKEN - SEARCH LIGHT

Second series of 3 by Gakken. Classic and popular game in which you have to help prisoners escape by keeping them out of the search light. When the game is off, everything is black. The LCD turns completely black. Only by turning fields off, the background becomes visible. Nice small and simple design.

CBM - TIME WARP

«2 joyful games» is written on the box of this little LCD game! You have to advance the boy scientist into a future city. Dragons and bird-like creatures try to block him. Every 500 points you get a bonus round with a gambling game. Three spinning numbers simulate a slotmachine. Under the name Q&Q, the Japanese company CBM made a variety of LCD games, each with original themes and characteristic designs.

EPOCH - OIL GANG

This Pocket DIGIT-COM version of the Pipeline theme plays in an Arabian desert. Terrorists are attacking the transport of valuable oil to big oil-tankers waiting in the harbour! This design is the follow-up to early games like Woodman. Now with a bigger screen and case, better buttons and more functions like date and a stopwatch.

| | |
|------------|--------------|
| TITLE: | SEARCH LIGHT |
| COMPANY: | GAKKEN |
| SERIES: | 4 |
| YEAR: | 1981 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | XS |



LCD

TITLE: TIME WARP
COMPANY: CBM
SERIES: 4
YEAR: 1981
BATTERIES: 1xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 50%
SIZE: XS



LCD



TITLE: OIL GANG
COMPANY: EPOCH
SERIES: 4
YEAR: 1981
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 75%
SIZE: S



FRONT

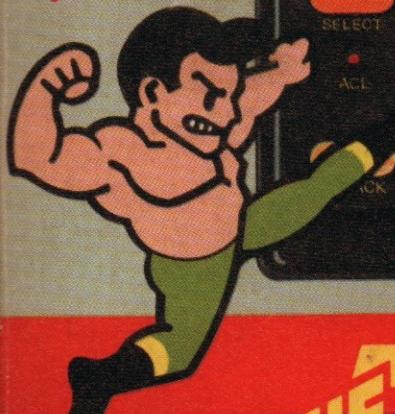
BANDAI ELECTRONICS

GD LCD GAME DIGITAL

かわせ猛攻
炸裂ブレンバスター!

\$ 79.00

FIGHT!



THE FOX

16820

-BANDAI ELECTRONICS

GD
WRESTLING

SOUND OFF

SELECT

ACL

ATTACK

卷之三

UP

ROWMAN

卷之三

| | |
|-------------------|-----------|
| TITLE: | WRESTLING |
| COMPANY: | BANDAI |
| SERIES: | 2 |
| YEAR: | 1983 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 50% |
| SIZE: | 5 |

BANDAI - WRESTLING

This is a nice fighting game with the modern type of wrestling. You compete against the masked villain. Make fast moves and get him down. As usual, his partner has tables, chairs and other props ready when regular tactics won't work! This game has a similar shape like Superboy or Beauty Salon, only taller and with a bigger display.

BANDAI ELECTRONICS

LCD GAME DIGITAL

20

51

nippon
ニッポン



TITLE: DR. SLUMP KAIJU
COMPANY: POPY
SERIES: 3
YEAR: 1983
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 75%
SIZE: S

トテモ
カワイイ

トテモ カワイイ
SO CUTE

ANIMEST

LCD





POPY

POPY - DR. SLUMP KAIJU ASOBO

This series by Popy again features funny animated heroes. The games are based on a Japanese gag manga: Dr. Slump. He is a perverted young inventor, who has created a little girl robot Arale. She has no common sense and her eyesight is bad, which explains her thick glasses! Greet all kinds of different characters by saying N-cha (short form of «kon nichiba»). The 3 games of this series have a really cute case, designed especially for little girls, with pastel-coloured plastic and even a mirror integrated into the flip-open cover! These games were also sold in a more regular shape and with more realistic characters.

BANDAI - BEAUTY SALON

A game for the girls! Prepare yourself for stressy situations in the beauty salon. Lots of customers enter and sit down. Each one gets up when it's her turn to get her hair shampooed and cut. You must handle the women simultaneously and fast. A chance is lost when the customer must wait at the door, or when she waits too long for the cut or shampoo. The ladies try to leave without paying, of course, so you get extra points when you go to the cash register after each cut. If you still manage to drink a cup of coffee whenever the tray appears on screen, there's a 100 point bonus. Pretty hectic!

BANDAI - SUPERBOY

A game for the boys! With a small case identical to Beauty Salon, this game is much simpler. Here it's just shoot the aliens with your magic beams! Psychokinesis is the only weapon that Superboy has to protect spaceships from alien attacks. Boost Superboys power by exposing him to cosmic rays emitted by the aliens UFO. Pretty supernatural!

FRONT

BACK

Dr. Slump ARALE

POPY ELECTRONICS GAME ANIMEST

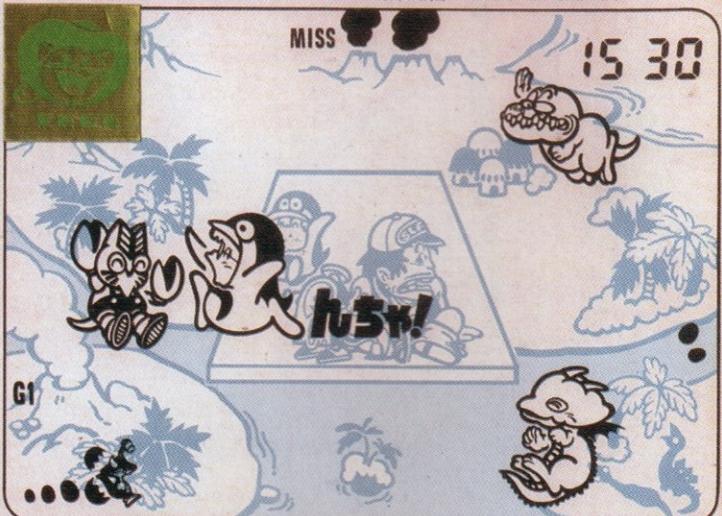


ARALE SONG IN SUPER SONIC SYSTEM
NEW SYSTEM MELODY ALARM IS IN.

Dr. Slump ARALE

POPY ELECTRONICS GAME ANIMEST

©鳥山 明 / 集英社・フジテレビ・東映動画 MADE IN JAPAN



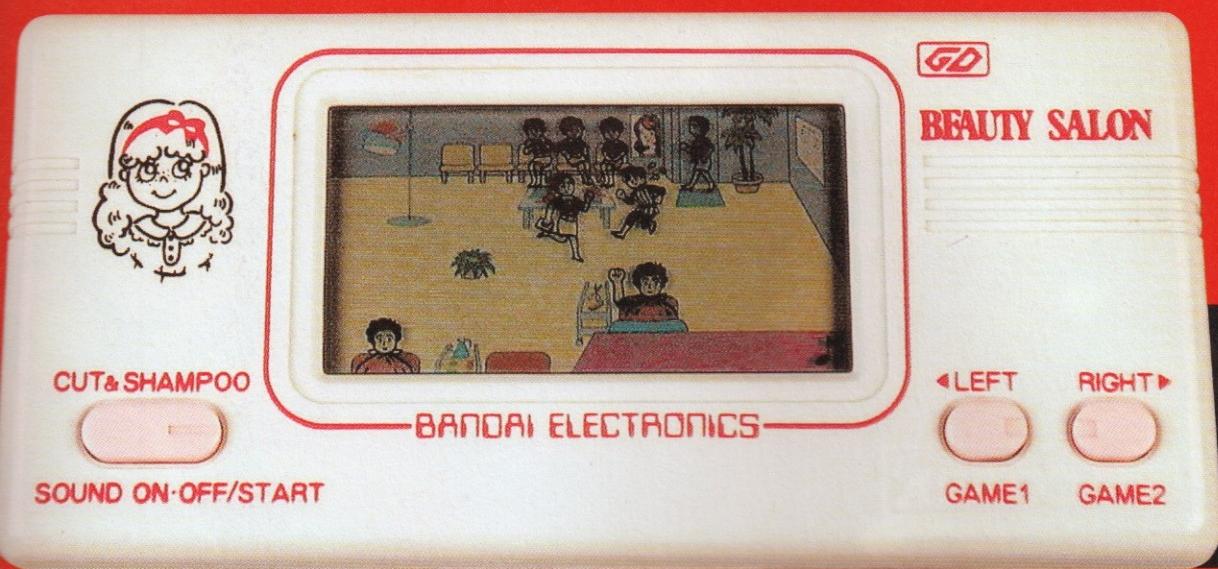
A PRODUCT OF POBY

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バンダイグループお客様相談センター
ポビーアニメストかいじゅうあそぼ/係
TEL 03(862)0371(代)
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a 100020072621a

COMPUTER BAR CORD SYSTEM





TITLE: BEAUTY SALON
COMPANY: BANDAI
SERIES: 2
YEAR: 1983
BATTERIES: 1xLR44
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 50%
SIZE: XS



TITLE: SUPERBOY
COMPANY: BANDAI
SERIES: 2
YEAR: 1981
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 50%
SIZE: XS



BANDAI ELECTRONICS D.V.

FRONT

**POPY - THE PSYCHOGUN**

One of 2 games by Popy with the main character from the Cobra manga. The figure is beautifully embossed on the elegant case. In the game he must run around a 3-level building, catch monsters and avoid many fast-moving enemies.

TOMY - IDEON

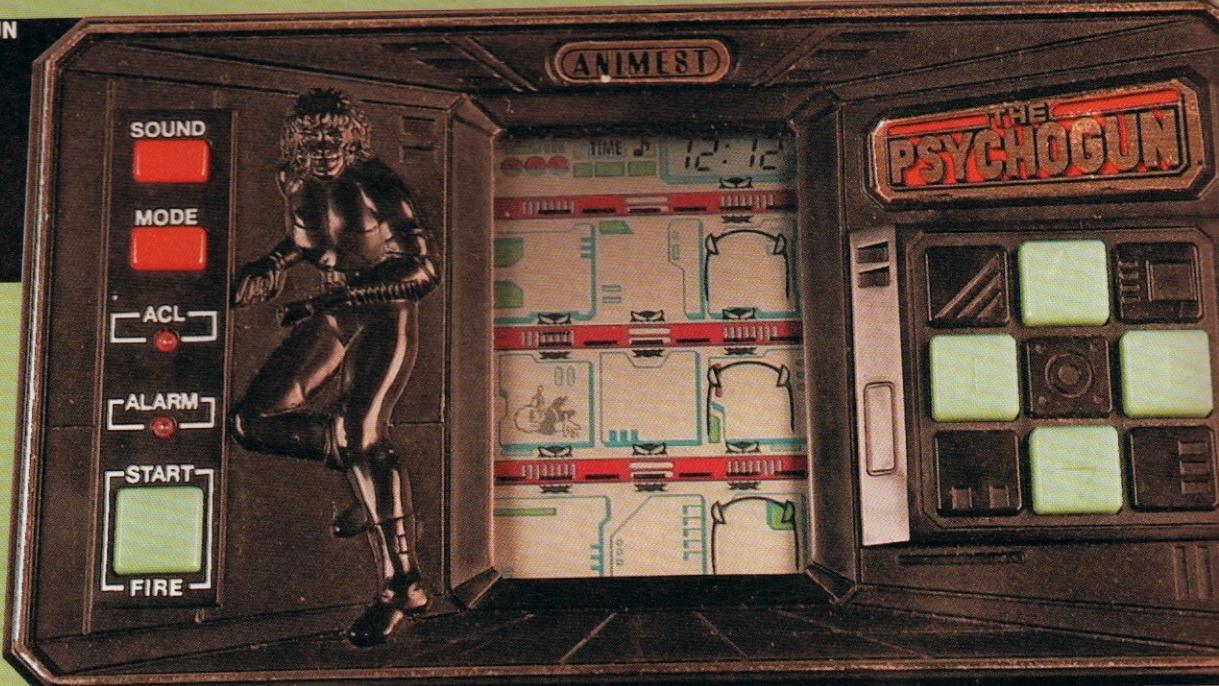
Best example of Tomy's Slimline series. A noble metal case and very flat design. Great artwork on the box and game. Look at the line up of characters from the Ideon Space Runaway TV series. As in the other Slimline games you can select from 4-6 different games. Here it's mainly shooting games in space.

TOMY - GOROPIKADON

Very cute pink plastic case. Soft design with rounded edges and tiny buttons. The character glued on the front is one of the triplets: Goro, Pika & Don. The object of the game is to let these three amigos catch as many, many hearts as they can, without running into the little shithead. He is obviously jealous and has his arrows ready for shooting!

ANIMEST

| | |
|-------------------|---------------|
| TITLE: | THE PSYCHOGUN |
| COMPANY: | POPY |
| SERIES: | 2 |
| YEAR: | 1983 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | S |

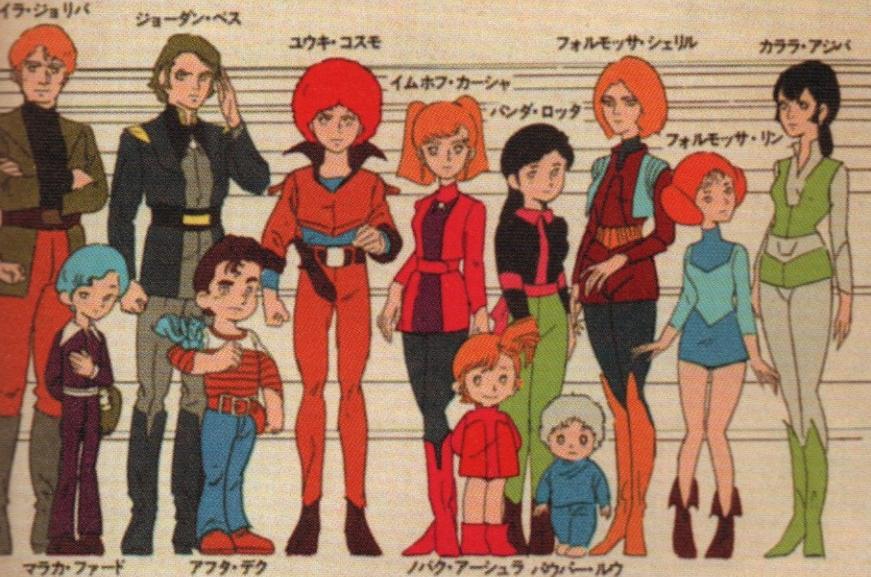


LCD



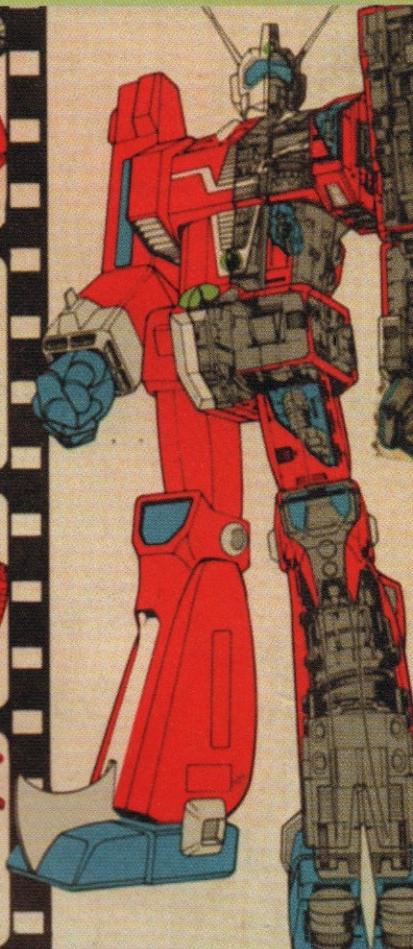
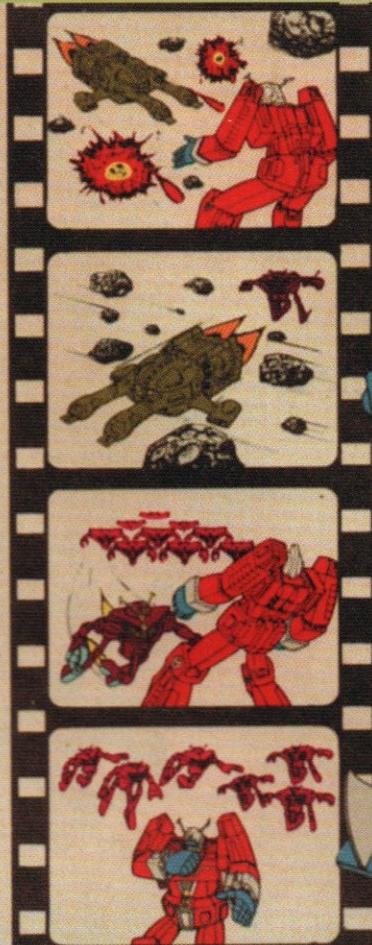
MICRO COMPUTER GAME
SLIMBOY IDEON
スリムボーイ イデオン

イデオンゲームに時計機能をドッキング
クロ・コンピュータ・ゲームマシンです。



ボタン型電池
(LR44) 2個付

式会社 トミー・製造元: トミー工業株式会社
都葛飾区立石7-9-10 TEL 03(693)1031(大代表)
PAT.P. 53958 MADE IN JAPAN



BACK

II



TITLE: IDEON
COMPANY: TOMY
SERIES: 6
YEAR: 1983
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 100%
SIZE: S

TOMY

GOROPIKADON

トンデマイハート



TOMY

GOROPIKADON トンデマイハート

♥TOMY LSI GAME♥

●商品と写真が一部異なっている場合がありますがご了承下さい。

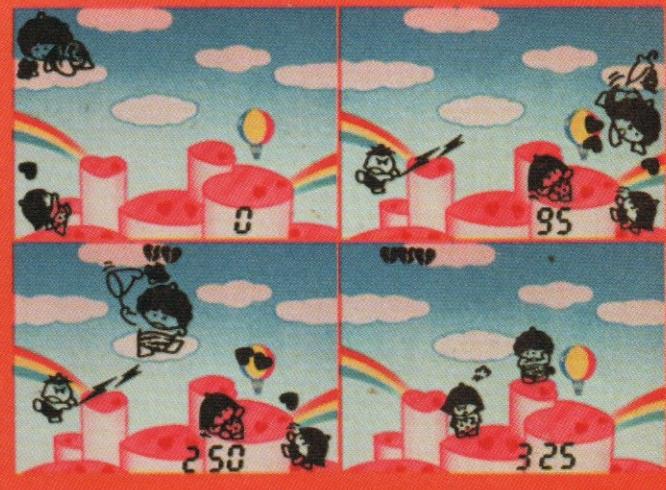


製造元：トミー工業株式会社 発売元：株式会社トミー
東京都葛飾区立石7-9-10 TEL 03(693)1031(大代表)
MADE IN JAPAN N-32 保証書・ボタン型電池(LR44)2個付
企画：株式会社サンリオ ©1982 1984 SANRIO CO., LTD.

TOMY



①ハートをまきちらすおにつ ②しっかりハートをとるんだ
ごラブリン。 よ、ゴロピカドン！



③アツ、イナズマぼうやの光線 ④プローコンハートが3つで、
をうけてしごれてしまった！ ゲーム終了だよ！

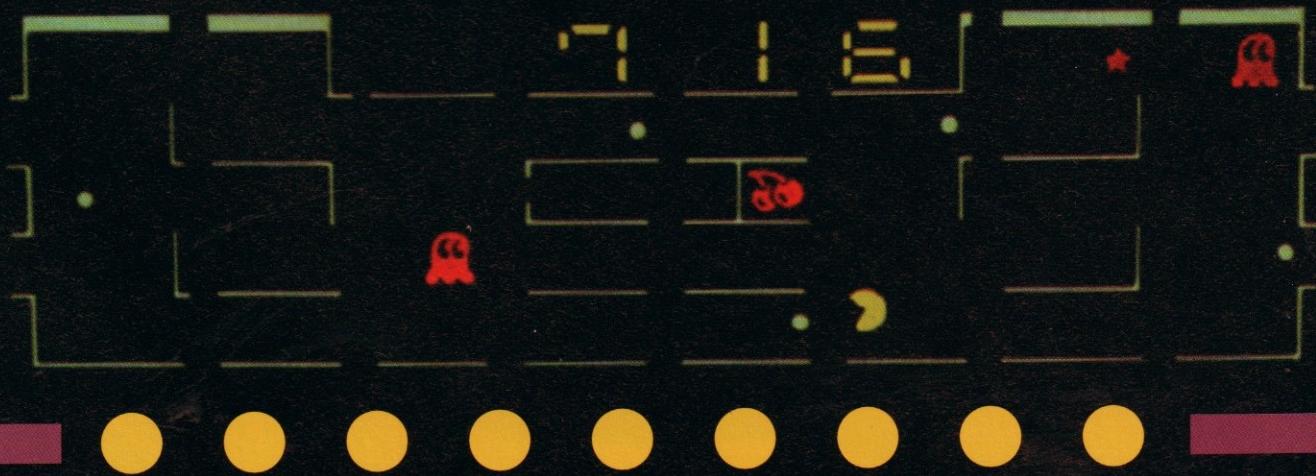


<6>370023

TITLE: GOROPIKADON
COMPANY: TOMY
SERIES: 8
YEAR: 1984
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 75%
SIZE: XS



P



COLECO



| | |
|------------|---------|
| TITLE: | PAC-MAN |
| COMPANY: | COLECO |
| SERIES: | 5 |
| YEAR: | 1981 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 75% |
| QUALITY: | 75% |
| SIZE: | XL |

||||-FOOD COLOR VS



COLECO - PAC-MAN

Coleco released a collection of 5 mini-arcade replica tabletops: Pac-Man, Donkey Kong, Galaxian, Frogger and Ms. Pac-Man. It is a result of strong licenses from Midway. Very classic case to get the most out of big stand-up machines. The displays have detailed, multi-colour symbols. Of course Pac-Man is yellow and the ghosts are outlined in red. Musical themes complete the feel of the original action. Though it's not the «Wocka-wocka-wocka» of the coin-operated game.

TOMY - PUCK MAN

A beautiful version of Pac-Man was released by Tomy in 1980. The flying-saucer design is a perfect example for its time. Although the playing field is rather wider than tall, it offers the usual eating-dots-and-avoiding-ghosts gameplay. This big, plastic and futuristic shape best shows how important the presentation of a toy can be.



Pac Man™ is a game with lots of monsters and a mobile mouth.

Choose Amateur or Pro and turn the power switch to ON. By pressing the control buttons, move Pac Man™ up, down or to the left or right. As he moves around the screen, Pac Man™ eats up bait, stars, cherries and monsters. Try to score the most

points possible by letting Pac Man™ eat as much as he can. Eat the monsters first, before the monsters have a chance to eat you.

Manufactured under license from Bally/Midway Mfg. Co. © Bally/Midway Mfg. Co. 1980 © 1981 Tomy Corp., 901 E. 233rd St., Carson, CA 90749. "PAC-MAN" & the PAC-MAN characters are trademarks of Bally/Midway Mfg. Co. Conforms to safety standard PS72-76. Made in Japan. Requires 4 "C" batteries not included, or uses an AC adapter not included. We recommend alkaline or long life batteries as they provide the longest and most economical performance.



TOMY



| | |
|-------------------|---------|
| TITLE: | PAC-MAN |
| COMPANY: | TOMY |
| SERIES: | 1 |
| YEAR: | 1981 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | L |

■■■■■-FOV COLOR LENS

GOLIATH - LUCKY PUCKY

A lovely round shape. On the box this game is still yellow, but the actual game is made out of very bright red plastic. The game is a clear Pac-Man clone, but with abstract spaced sprites and funky sound effects, it's a favourite!

| | |
|-------------------|-------------------|
| TITLE: | LUCKY PUCK |
| COMPANY: | GOLIATH |
| SERIES: | 1 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 50% |
| QUALITY: | 75% |
| SIZE: | L |

Lucky Pucky

Der elektronische Monster-Jäger

zaubernde Electronic-Spiel für
alle Leute jeden Alters!

Sehr schnell zu erlernen. Nur kurz die
Anleitung lesen, leicht verständliche
Anweisungen durchlesen...
und los geht's!

- Einfach zu bedienen. Schnell zu steuern mit nur einem einzigen Joystick (Steuerknüppel).
- Einstellbare Schwierigkeitsstufen für Beginner und Profis!
- Betrieb über 6-Volt-Batterien oder über Netzanschluß mittels passendem AC-Adapter!

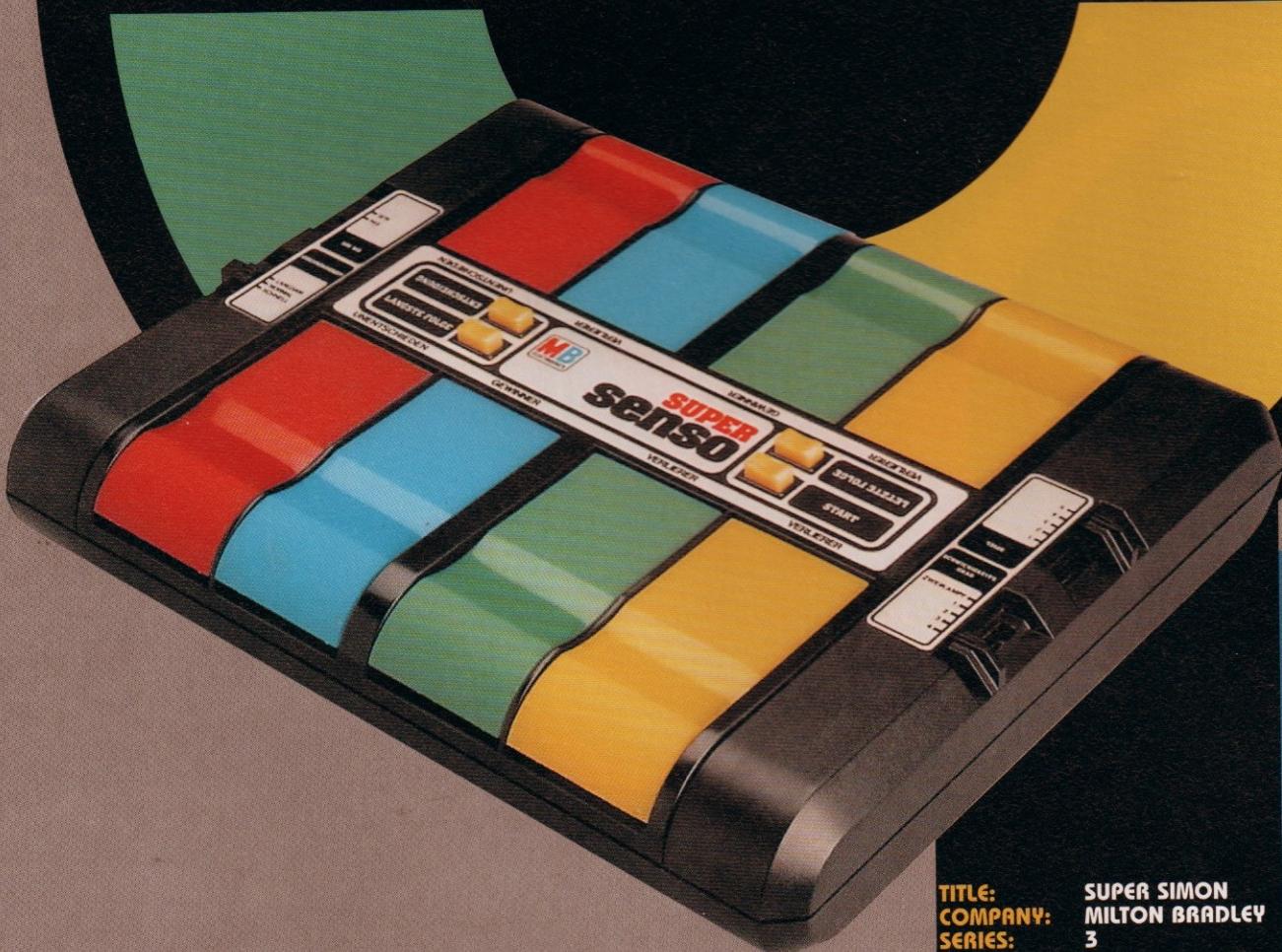


VFD COLOR

FRONT



simon



TITLE: SUPER SIMON
COMPANY: MILTON BRADLEY
SERIES: 3
YEAR: 1979
BATTERIES: 1x9V+2xD
GAMETYPE: MEMORY
GAMEPLAY: 25%
QUALITY: 50%
SIZE: XXL



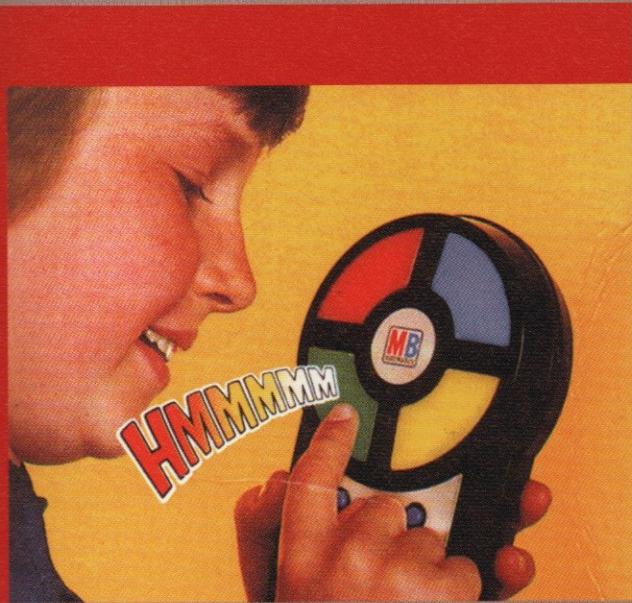


MILTON BRADLEY - SUPER SIMON

The bigger and later version of the classic game has 2 rows of coloured lights. Now you can play additional game variations and in a head-to-head situation.

MILTON BRADLEY - SIMON

The most basic and popular electronic games is Simon. It was created in the early days and uses only very simple electronics. It's an entertaining memory trainer. It can be played by up to four people. Four huge and solid buttons flash patterns and make sounds, that players have to memorize and repeat. The notes sound harmonious, regardless of the sequence in which they are played. The simple combination of lights and sounds is easy to learn. Of course it's been copied many times, and MB also made a pocket version and a bigger version of this game.



MB



BACK

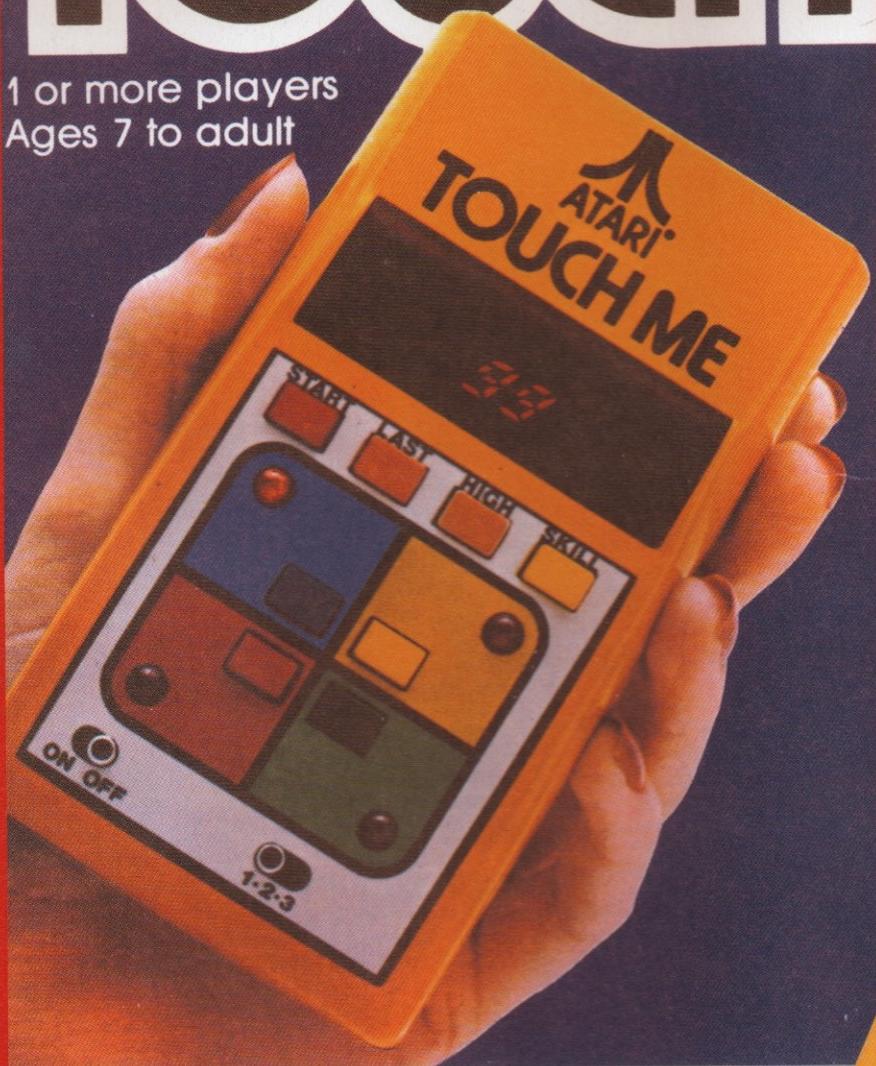


TITLE: POCKET SIMON
COMPANY: MILTON BRADLEY
SERIES: 3
YEAR: 1980
BATTERIES: 4xAA
GAMETYPE: MEMORY
GAMEPLAY: 25%
QUALITY: 25%
SIZE: M

TOUCH

FRONT

1 or more players
Ages 7 to adult



ATARI - TOUCH ME

Atari made only one handheld game. But it inspired Ralph Baer to make the famous Simon game for Milton Bradley. It looks like a regular calculator, but with four (coloured) buttons. Each associated with a LED. Repeat and match the sequence the game plays.

CASLE - EINSTEIN

Another copy of Simon, with no-nonsense design and features. Just one basic progressive memory game. Maybe it's a bit slow with playing the tones, but when you fail, it plays Beethoven's 5th Symphony!

TITLE: TOUCH ME
COMPANY: ATARI
SERIES: 1
YEAR: 1978
BATTERIES: 1x9V
GAMETYPE: MEMORY
GAMEPLAY: 25%
QUALITY: 50%
SIZE: M

ATARI

LED VFD



Match wits with Einstein's lights and sounds!

Portable, fully electronic and computerized.



TITLE: EINSTEIN
COMPANY: CASTLE
SERIES: 1
YEAR: 1979
BATTERIES: 4xC
GAMETYPE: MEMORY
GAMPLAY: 25%
QUALITY: 25%
SIZE: M



EINSTEIN's a computer with electronic lights and sounds. You have to do what Einstein tells you to.

WIN/LOSE PAYOFF

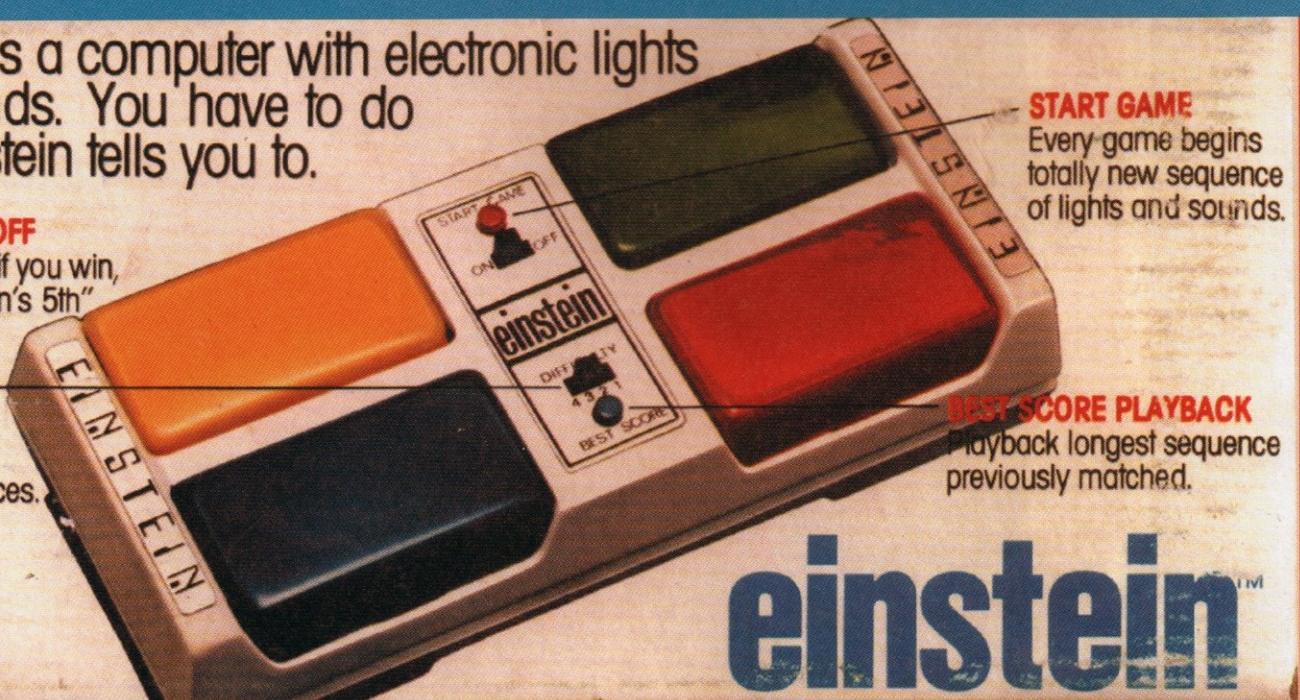
Plays "Charge" if you win,
plays "Beethoven's 5th"
if you lose.

SKILL LEVEL

Set Einstein for
9, 12, 20 or 32
random sequences.

START GAME

Every game begins
totally new sequence
of lights and sounds.



BEST SCORE PLAYBACK

Playback longest sequence
previously matched.



cartridge

カートリッジ



BLOCK BUSTER

- a skill and action game that challenges your ability to react quickly.



① Break down the wall, block by block!



② Keep the ball smashing into the wall!



③ Break through the third row & the pace picks up!

FEATURES:

- Paddle control • Skill level & game selection
- Large area liquid crystal display
- Fast & slow speeds • On-screen scoring

:
COMPANY:
MILTON BRADLEY
ES:
1
1979
SERIES:
2x9V
ETYPE:
CARTRIDGE
EPLAY:
50%
100%
L

LCD



MICROVISION



MILTON BRADLEY - MICROVISION

This was the first game to combine the portability of handheld games with the programmability of home systems like the Atari 2600. The brown face plate is completely removable and comes with a built-in chip and membrane keys for each game. Next to special buttons on each cover, there's a small dial control. Between 1979 and 1981 Milton Bradley released a dozen carts for this system. They all share a tiny LCD display that doesn't always keep its strength over the years, and many systems you find nowadays suffer from so-called «screen rot».

LUDOTRONIC



VTL - PROSCREEN

This cartridge-based system by VTL is definitely the most extravagant of all games. In 1984 they released a game which shows a colour LCD projection and a screen that can be popped up. Alternatively, you can beam the game on the wall! Only three games were made: a flying game Balloon Rescue, a racing game Formula Racing and, included with the system, the shooting game Red Alert. The colour screen is part of the cartridge, just as the chip. For better control, the joystick can be detached.

BANDAI - DIGICASSE B

Completely removable games with this Digicasse. Available in two versions: A and B, each with 2 special cartridges including an integrated display. This is Bandai's only contribution to the idea of making programmable handhelds.

EPOCH - GRME POCKET COMPUTER

This cartridge-based game is the only venture of this kind by Epoch. Like the missing link between Microvision and the later Gameboy, this game has a 75 x 64 dot matrix LCD screen, and games on removable carts. The market wasn't ready for this type of game, and only 5 games were released. It's a full-size, elegant system with a case, neutral enough to host all kinds of games like space shooters, maze games and adventure games.

PRO SCREEN
TITLE: PRO SCREEN
COMPANY: VTL
SERIES: 1
YEAR: 1984
BATTERIES: 6xD
GAMETYPE: CARTRIDGE
GAMEPLAY: 50%
QUALITY: 100%
SIZE: XXL



ProScreen



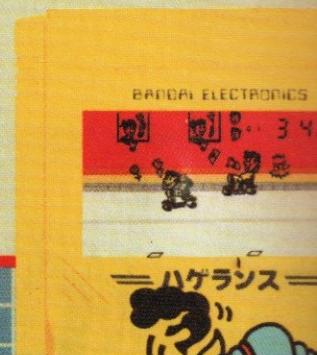
FRONT

LSI GAME DIGI CASSE

デジカセBセット



マグマン退治かラブアタックか／2つのゲーム



富士山大爆発

e
ハケランス

| | |
|------------|------------|
| TITLE: | DIGI CASSE |
| COMPANY: | BANDAI |
| SERIES: | 2 |
| YEAR: | 1984 |
| BATTERIES: | 2xLR44 |
| GAMETYPE: | CARTIDGE |
| GAMEPLAY: | 50% |
| QUALITY: | 100% |
| SIZE: | M |



LSI GAME DIGI CASSE

(デジカセ)

●スタート&アタックキー

ゲームをスタートする時に押します。

「ハケランス」では、花や手紙を受け取る時に押します。

「富士山大爆発」では、岩を落す時に押します。

発売元 (株)バンダイ エレクトロニクス事業部 東京都台東区柳島2-5-4 〒111

この度は当社製品をお買い上げ頂き誠にありがとうございます。品質には万全を期しておりますが、万一お買得の点がございましたら、下記までお問い合わせ下さい。

なお、お問い合わせの際は、お客様の住所・氏名・電話番号も必ずお知らせ下さい。

バンダイ (東京) 〒111 東京都台東区蔵前3-17-2 電話03-862-0371(代)

お客様相談 (大阪) 〒540 大阪市東淀川区室町7-4-51 電話06-942-0371(代) 電話受付時間 月~金曜日(除く祝日)10~16時

このデジカセはカートリッジを交換するだけで、全く異なるゲームを楽しむことができます。
Bセットは「ハケランス」と「富士山大爆発」のカセットがセットされています。

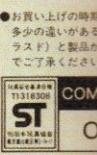
- ジョイスティック コントローラー (UP・DOWN・LEFT・RIGHT)
「ハケランス」ハケランス君のスクーターを上下・左右に動かします。
「富士山大爆発」もぐらを上下・左右に動かします。
- サウンドスイッチ ゲームサウンドのON, OFF
- セレクトキー ゲーム1・2を選択します。

ホタル型電池 (ボタン電池 LR44) 2個付

ご注意 この商品は電池が消耗すると誤動作をしますので、新しい電池と交換し、確認して下さい。



富士山大爆発



ハケランス

LSI GAME DIGI CASSE

デジカセBセット



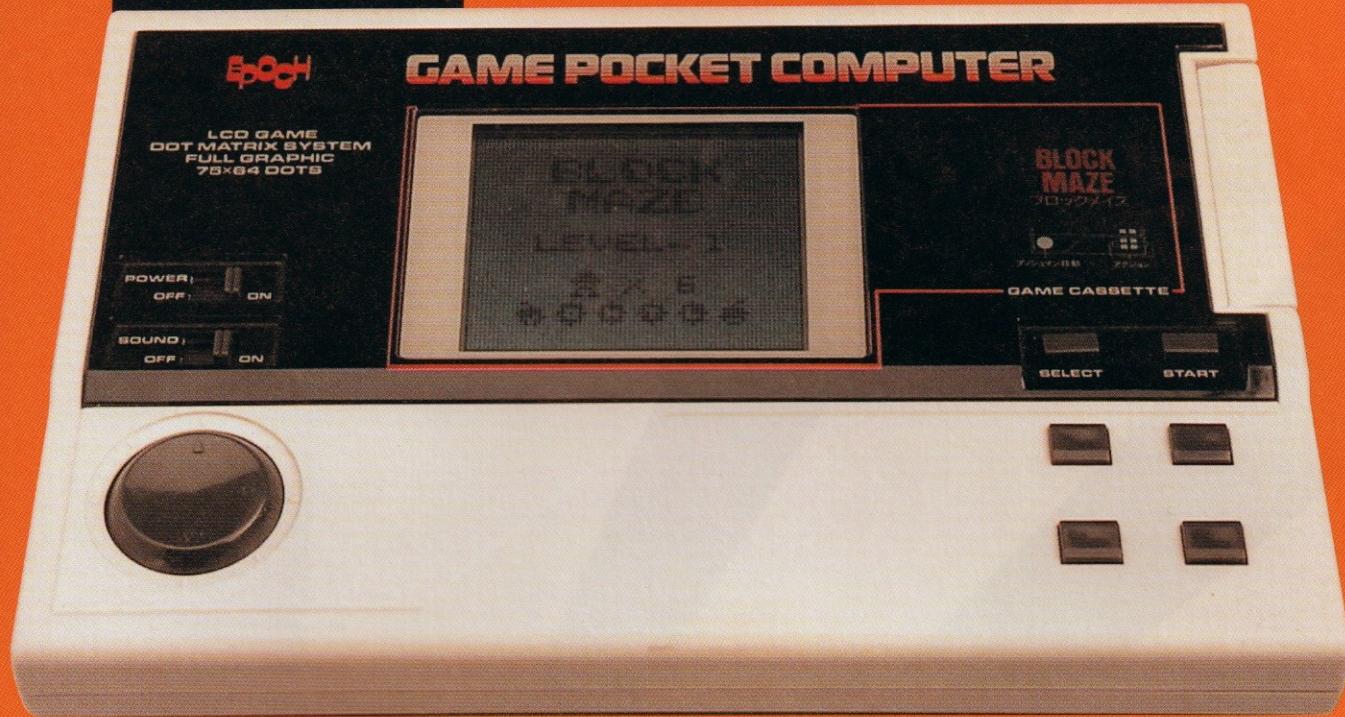
富士山大爆発



ハケランス

TITLE: GAME POCKET COMPUTER
 COMPANY: EPOCH
 SERIES: 1
 YEAR: 1984
 BATTERIES: 4xAA
 GAMETYPE: CARTRIDGE
 GAMEPLAY: 50%
 QUALITY: 100%
 SIZE: XL

III-LCD



エポック社のカセット式ゲームシステム

ゲームポケコン

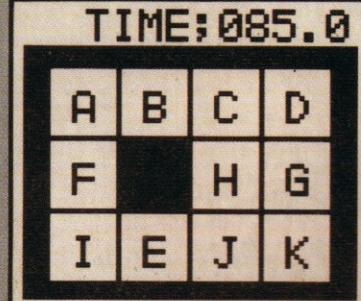
Game Pocket computer



"ゲームポケコン専用ゲームカセット"(別売)をご使用ください。

★カセットなしで遊べる本体内蔵機能

●パズルゲーム



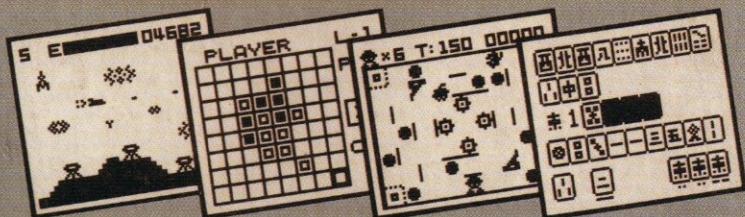
バラバラに配置されたパネルをアルファベットの順番に、いかに早く並べるかを競います。

●グラフィック機能



コントローラーとアクションキーで画面に、自由に、文字や絵を描いたり消したりできます。

★カセットを変えるだけで次々と色々なゲームが楽しめます。



●単三電池4本(付)または

ACアダプター(別売)使用

{DC 6V, 25mA以上}

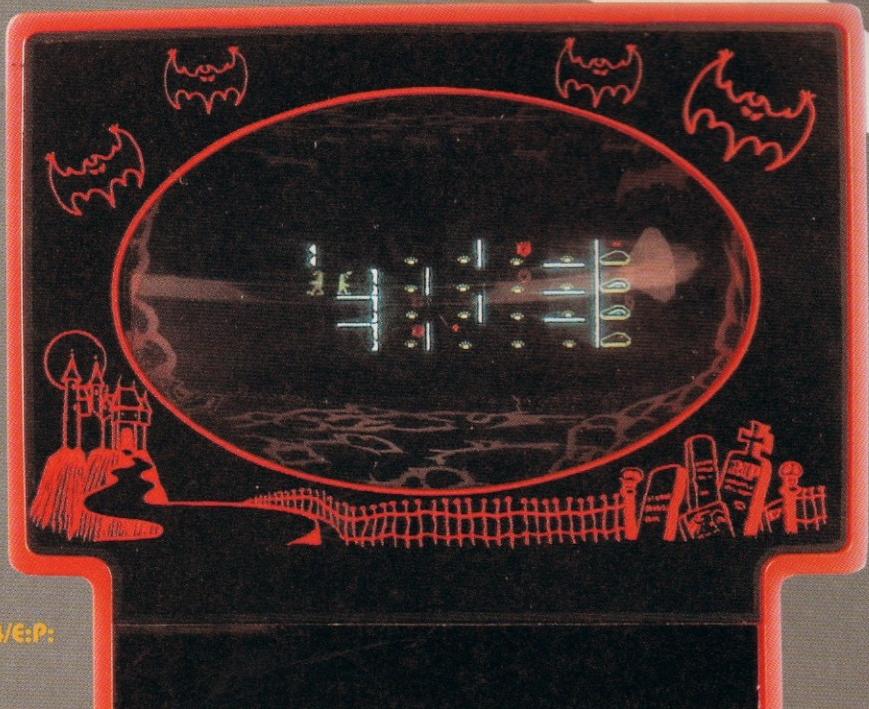
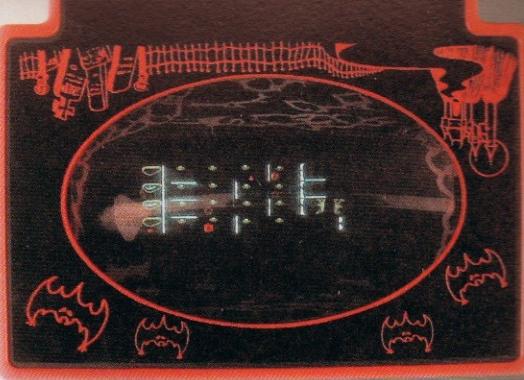
コード No. 36300



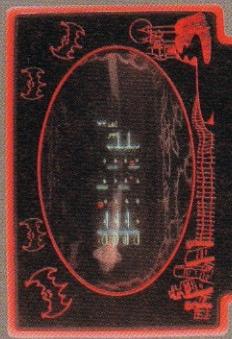
製造元(株)エポック社
東京都台東区駒形1-12-3
TEL 03(843)88111㈹

ST 安全基準合格
D0039028
(株)日本規格協会
審査書出荷日: 3-14-84

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Agatha Christie





EPOCH - DRACULA

Some of the darker themes in electronics often revolve around the story of uncle Vladimir in Transylvania. Creepy graveyard-tunes in the intro music. Start this game of monsters, bats and coffins. It's a funny, multi-coloured, adventure-type game in a nice big case. A magnifying lens above the display helps the sprites appear larger than they are.

EPOCH - GALAXY II

A very popular adaptation of the classic Galaga theme. Aliens are approaching in different patterns and you must shoot them before their mombs destroy your ship. The third stage is a docking-operation: try to land the top of your ship carefully onto the moving base. Great!

EPOCH - STAR FORCE

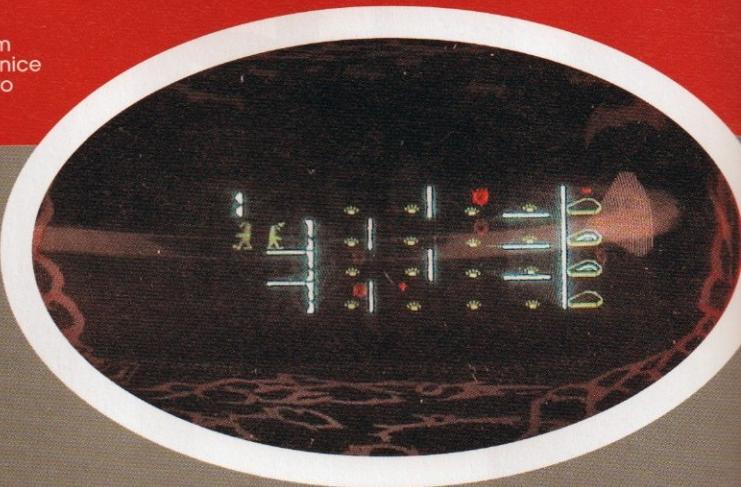
The best and biggest VFD game by Epoch. Your space fighter shoots its way through 7 stages. The huge lens emphasizes extra large and detailed multi-coloured sprites. Together with impressive sound effects and a big joystick controller, the sensation of a full size arcade game is almost complete!

EPOCH - FIGHTS OF THE TITAN

This Epoch tabletop is even stranger and more mystical than Dracula. Figures from hieroglyphs get together with monsters, wizards and sorcerers. The case has very nice elements of an antique temple. This game illustrates how Epoch used new ideas to make original table-tops instead of licensing popular games.



Epoch



| | |
|------------|---------|
| TITLE: | DRACULA |
| COMPANY: | EPOCH |
| SERIES: | 1 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 50% |
| QUALITY: | 75% |
| SIZE: | XL |



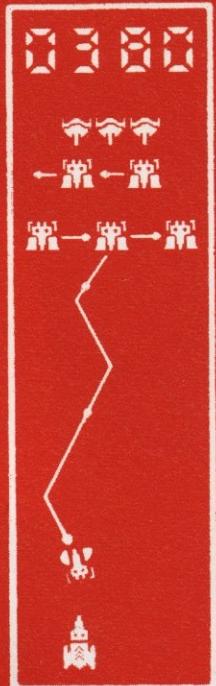
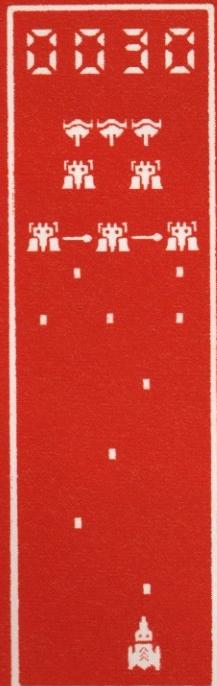
EPOCH'S
GALAXY
ELECTRONIC GAME

III-E VFD COLOR LENS

BACK



■■■■■-E VFD COLOR LCD



TITLE: GALAXY II
COMPANY: EPOCH
SERIES: 1
YEAR: 1981
BATTERIES: 4xC
GAMETYPE: SHOOTER
GAMEPLAY: 75%
QUALITY: 75%
SIZE: XL

ITEM NO. 8100 BACK ITEM NO. 8100

EPOCH'S GALAXY II ELECTRONIC GAME

FEATURES

- Multi-color fluorescent display.
- Unearthly sound-effects, including thrilling explosion effects.
- Futuristic-shaped alien fighters...alien warships...alien command ships...earth ships...space shuttle and missiles.
- Multi-pattern alien attack including zig-zag, backward-forward and circular formations.
- Tension-filled space shuttle docking operation, for extra points.
- Four playing levels to test your skill.
- Joy stick control plus fire button mechanism.

Scoreboards

| Score | Pattern |
|-------|--------------------------|
| 0290 | Backward-forward pattern |
| 0380 | Zig-zag pattern |
| 0670 | Circular pattern |
| 1540 | Alien command ships |
| 0618 | Docking maneuver |

ARCADE ACTION IN YOUR HOME!

EPOCH

Operates on 4 "C" batteries (not included), or AC/DC adapter (not included)

ELECTRONIC SPACE BATTLE

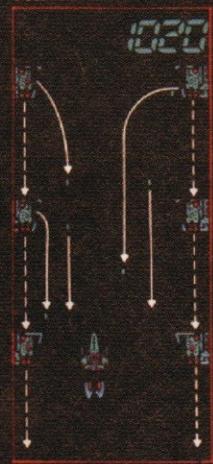


PHASE 1



210

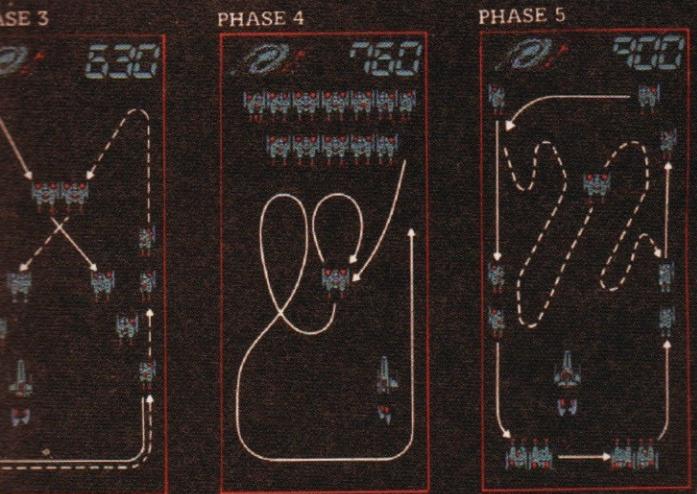
PHASE 6



1020

BACK

FRONT



Ecran fluorescent multicolore

4 niveaux de difficulté

7 phases de jeu

Sonorisation réaliste

Brillanter Farbbildschirm

7 wählbare Spielphasen

4 wählbare Schwierigkeitsgrade

verschiedene electronische Soundeffekte

Multi-coloured fluorescent display

4 skill levels

7 phases

Dramatic sound effects



| | |
|------------|------------|
| TITLE: | STAR FORCE |
| COMPANY: | EPOCH |
| SERIES: | 1 |
| YEAR: | 1982 |
| BATTERIES: | 4xC |
| GAMETYPE: | SHOOTER |
| GAMEPLAY: | 50% |
| QUALITY: | 100% |
| SIZE: | XL |





カラー color

TITLE: DONKEY KONG JR
COMPANY: NINTENDO
SERIES: 6
YEAR: 1983
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 100%
QUALITY: 100%
SIZE: M

Nintendo



E LCD COLOR



NINTENDO - DONKEY KONG JR

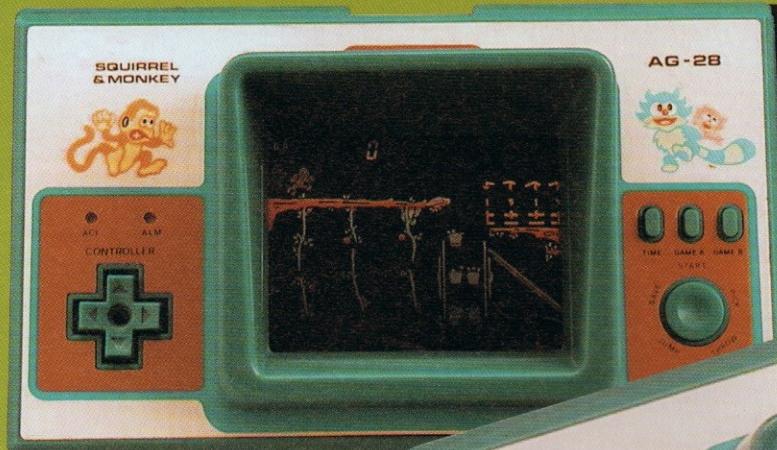
Donkey Kong Jr. is the big sequel to Donkey Kong. This time, monkey Jr. must save his dad from a cage in the jungle. A nice colourful LCD display shows your adventure. This game is one of five Panorama games by Nintendo. It's state-of-the-art technology in a unique construction with flip-open cover. The display is mounted inside the cover, and the image is then reflected by a mirror. These games marked the high-time of handheld electronic games.

TRONICA - SQUIRREL & MONKEY

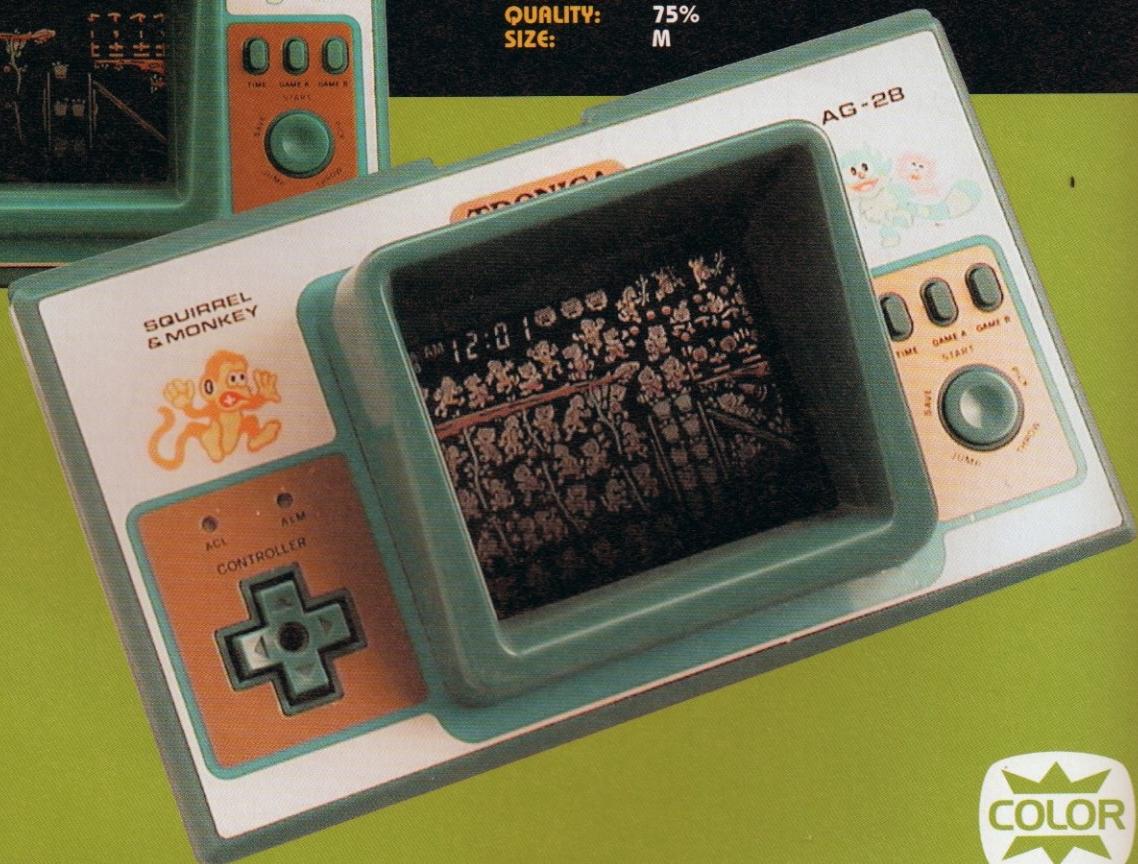
Tronica made a lot of nice simple LCD handhelds. But they also tried their luck with colour LCD technology. This game features a big display with a kind of Donkey Kong Jr game. A cover on the back reflects the light from behind to see enough on the transparent display, while also functioning as a stand. The handheld is bigger than other LCD games. Tronica also planned a tabletop version.

TOMY - MR GO!

Tomy made 3 games with colour LCD screens. They called this Multi-Color-Laser. It has a large backlit screen, to provide absolutely stunning and bright graphics. It's a very special game, with high-quality gameplay and a technically refined product. This is the European release of Mr. Do!



LCD COLOR



COLOR

SQUIRREL & MONKEY

PM 12:38

AG-28

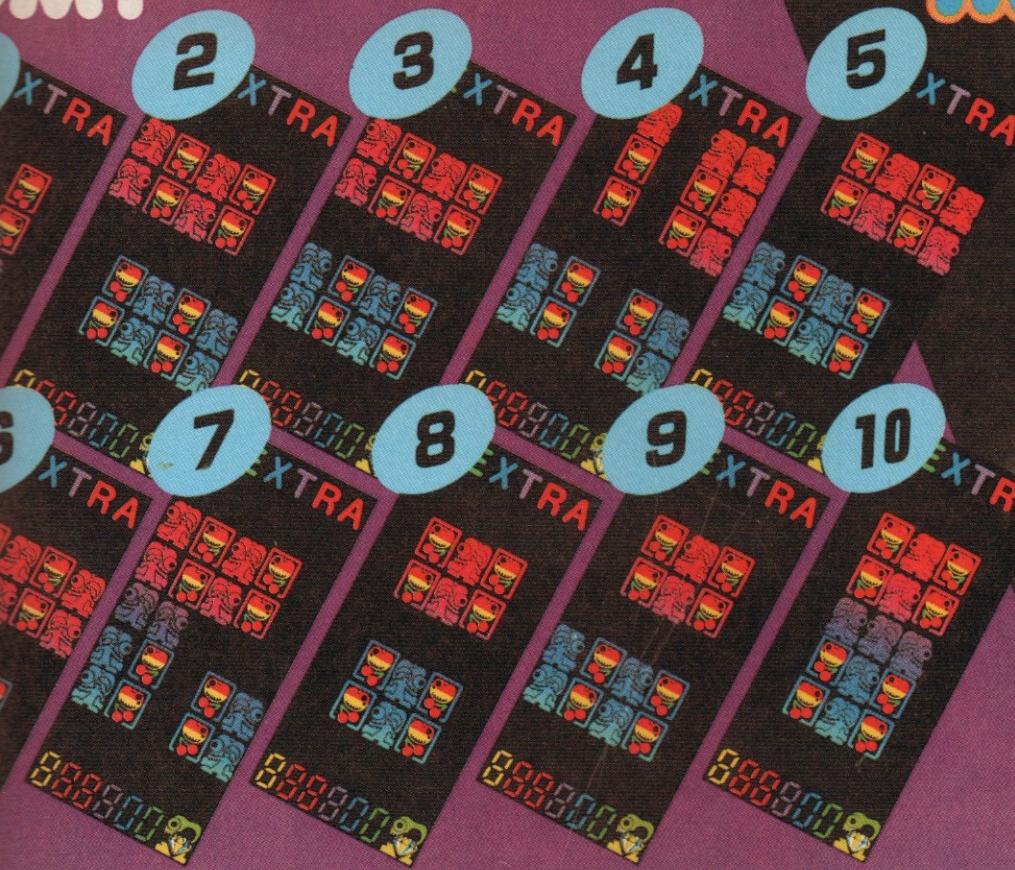
FABRIQUÉ À HONG KONG
MADE IN HONG KONG

GAME CLOCK

FRONT

7685

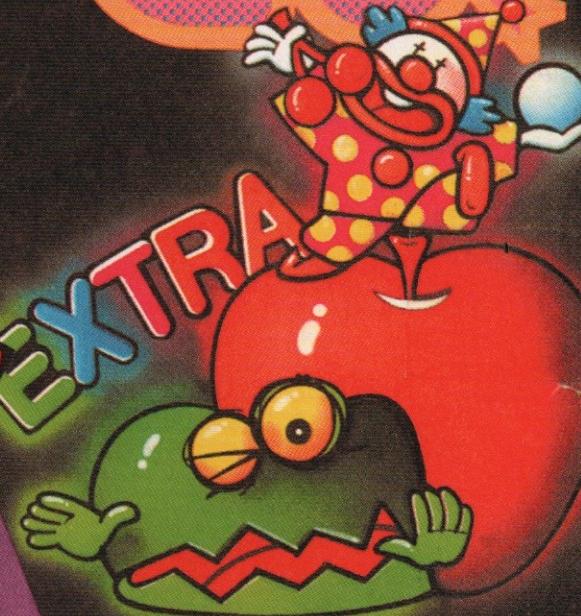
Mr. Go!



- berries ① Eat all Monsters
essen Vertreibe alle Monster
erises Manger tous les monstres
liegie Mangia tutti i mostri

- ① Get hold of the diamond
Nimm den Diamanten
Attraper le diamond
Si impadronisce di tutti i diamanti

- ④ Collect all the letters in E.X.T.R.A.
Sammle alle Buchstaben von E.X.T.R.A.
Saisir toutes les lettres de E.X.T.R.A.
Raccoglie tutte le lettere E.X.T.R.A.



MEGA



MADE IN JAPAN

COLOUR

Le présent produit aux normes françaises obligatoires est garanti par Tomy.

TITLE: MR. DO!
COMPANY: TOMY
SERIES: 4
YEAR: 1983
BATTERIES: 4xAA
GAMETYPE: ACTION
GAMEPLAY: 100%
QUALITY: 100%
SIZE: M



THE CHARACTERS ON THE GAME SCREEN

| | |
|--------------|-------------------------|
| EXTRA | Mr. Go and Power Ball |
| EXTRA | Monster [Extra Monster] |
| Apple | Cherries |
| Cake | Diamond |
| Wall A | Wall B |

THE GAME

Mr. Go just loves to eat! Use the Control Buttons to manipulate Mr. Go so that he can eat the cherries and the cake. The Monsters try to get in his way. Watch out and get rid of them with the Power Ball. Drop an apple and crush many of them together for high scores!

HOW TO PLAY

- Turn the Sound Switch ON. If you want to play in silence with the sound off, turn the Switch OFF.
- Turn the Power Switch ON. Auto-Display appears on the screen.
- Push the Shot Button. The game starts at the end of a melody. The highest score on memory and the allotted number of Mr. Go figures appear on the screen during the melody. Once the Power Switch is turned OFF, the highest score is erased off the memory and goes back to 0.
- When all the Mr. Go figures are swamped by the Monsters, an ending melody signals that the game is over. The game-machine also plays a fanfare if the score is the highest score on memory.
- To play again, go back to Step 3. If you are finished playing with the game, be sure to turn the Power Switch OFF.

Break down the walls, Mr. Go, and turn them into passageways!



Move Mr. Go in the direction of Wall A to turn it into a passageway.
Mr. Go cannot move through Wall B.
The Monsters can move only in the passageways.

BANDAI



TITLE: KINNIKUMAN
COMPANY: BANDAI
SERIES: 2
YEAR: 1982
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 100%
SIZE: S



BANDAI - KINNIKUMAN

This is one of two games Bandai made with a Magic Panel Display. The transparent «dome» provides enough light for the characters in the background to be lit up. More important: it forces you to look at the display from a certain angle. Just as with Gakken's Search Light, this specific display is black when off, and only reveals the active characters when playing. All action is based on Kinnikuman series heroes. Outside of Japan these wrestling figures are known as M.U.S.C.L.E.





LSI GAME MAGIC PANEL

たたか

キン肉マンII

戦え！ラーメンマン



LSI GAME MAGIC PANEL

キン肉マンII



BANDAI

エレクトロニクス事業部

GAME
&
WATCH

TITLE: SPITBALL SPARKY
COMPANY: NINTENDO
SERIES: 2
YEAR: 1984
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 75%
SIZE: S

LCD COLOR



NINTENDO - SPITBALL SPARKY

Spitball Sparky is the most elegant G&W. The chrome cover is actually made of plastic! This slim and tall case is only used for the two Super Color games. The crystals have different colour ink. It's one attempt to produce colour LCD games. With quite difficult gameplay, these games were clearly targeting at an older audience with higher living standards and more complex game types. This game was named after the cat of Gunpei Yokoi, the inventor of the Game & Watch.

BREAKOUT



ブレークアウト

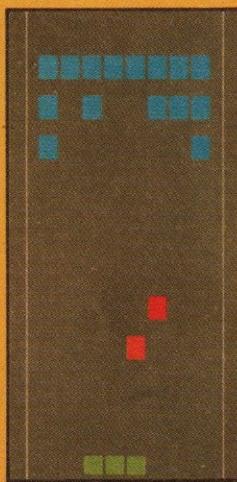
TITLE: BLOCKOUT
COMPANY: BANDAI
SERIES: 2
YEAR: 1981
BATTERIES: 4xC
GAME TYPE: ACTION
GAMEPLAY: 75%
QUALITY: 100%
SIZE: XL



■■■■■ THE BLOCK VFD COLOR

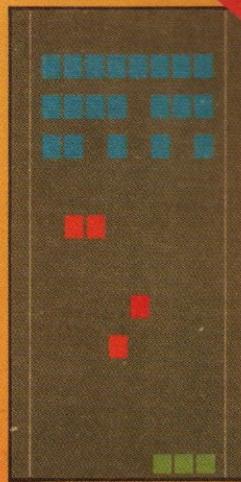
No.1 基本ブロック

ブロック崩しの基本型です。



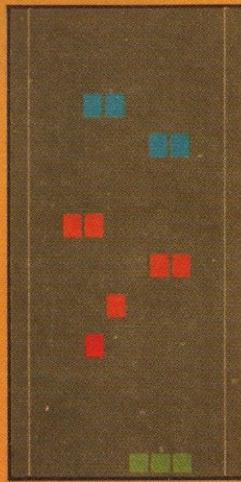
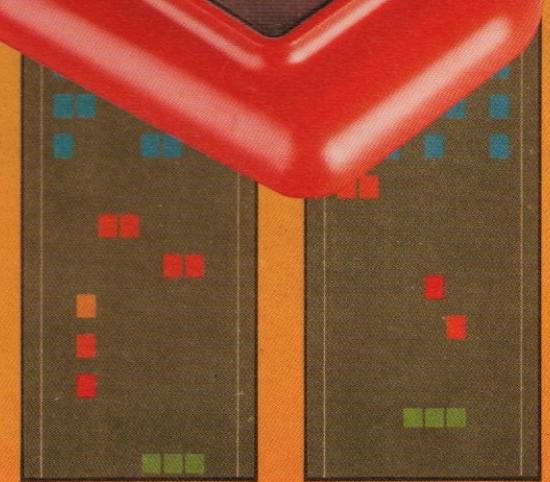
No.2 障害

障害が1コ入り、かね返します。



No.5 ブロックピンボール

得点バーが左右に動きながら点存します。





BANDAI - BLOCKOUT/THE BLOCK

This very nicely shaped game was one of Bandai's first VFD games. The other game in this duo is the popular space-shooter Galaxian. The round dial is very characteristic, but only has 3 real positions: left-middle-right. It offers four variations of Breakout, with appealing coloured blocks. And the moving ball and paddle are also fun to watch. Their movements show a following glow.

TOMY - BREAK IN

A beautiful game by Tomy. A Breakout game in all its simplicity. Try to hit all blocks with your ball. Your position is fixed, so the only thing that counts is your timing. Depending on when you hit the ball, it gets its direction. The design is tight and angular. Another version exists with a dark purple case, which looks pretty good with the red LED blocks.

MEGO - BREAKFREE

Mego made 4 games in the Minivid series. They are all 2-player games with a very small, fluorescent matrix display with a bluish glow. Very cheap plastic, combined with primitive electronics! This is another imitation of Breakout. The field is a grid of 140 small squares that light up in various patterns. Break down the wall (3 rows of the grid) by batting a moving ball with a three-square paddle.

バンダイ

16168

FRONT

BANDAI ELECTRONICS

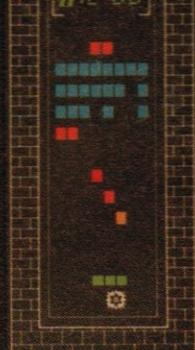
単II乾電池4本使用

Portable
Game



5×2のプレイバリエーション
ブロックはゲームのバイブルだ
キミもハイスコア保持者になれる!!

SCORE
H/2 80



BANDAI ELECTRONICS

FL
THE BLOCK

POWER RACKET SIZE RESET HIGH SCORE GAME SELECT
ON OFF A B



FLザ・ブロック



FRONT

MINI
BREA

FEATURES:

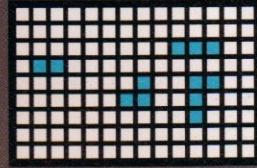
- Game selector with three different games to choose from
- Player controlled racquets.
- Electronic action and scoring.
- Electronic fluorescent display
- Automatic Electronic score in



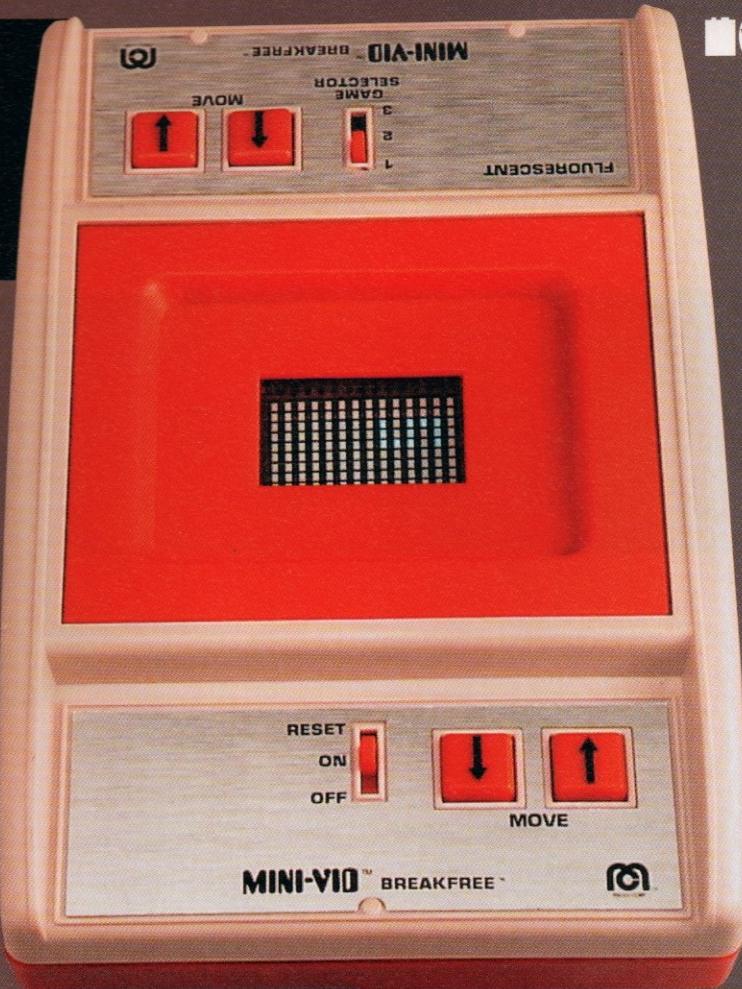
TITLE: BREAK-IN
COMPANY: TOMY
SERIES: 1
YEAR: 1979
BATTERIES: 1x9V+3xAA
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 50%
SIZE: L



TOMY

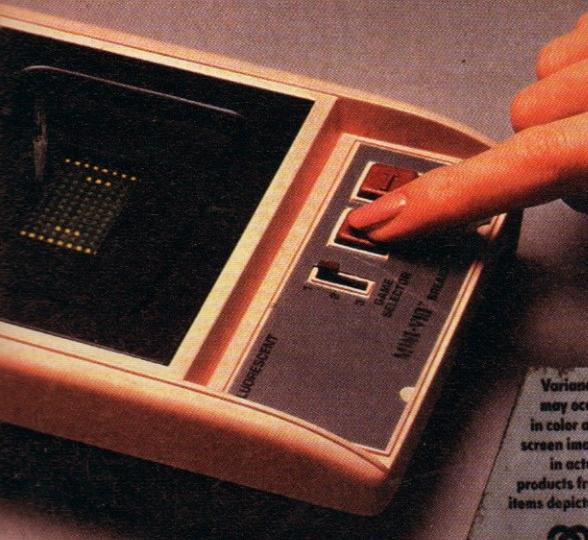


TITLE: BREAKFREE
COMPANY: 4
SERIES: 4
YEAR: 1978
BATTERIES: 1x9V
GAMETYPE: ACTION
GAMEPLAY: 0%
QUALITY: 25%
SIZE: L

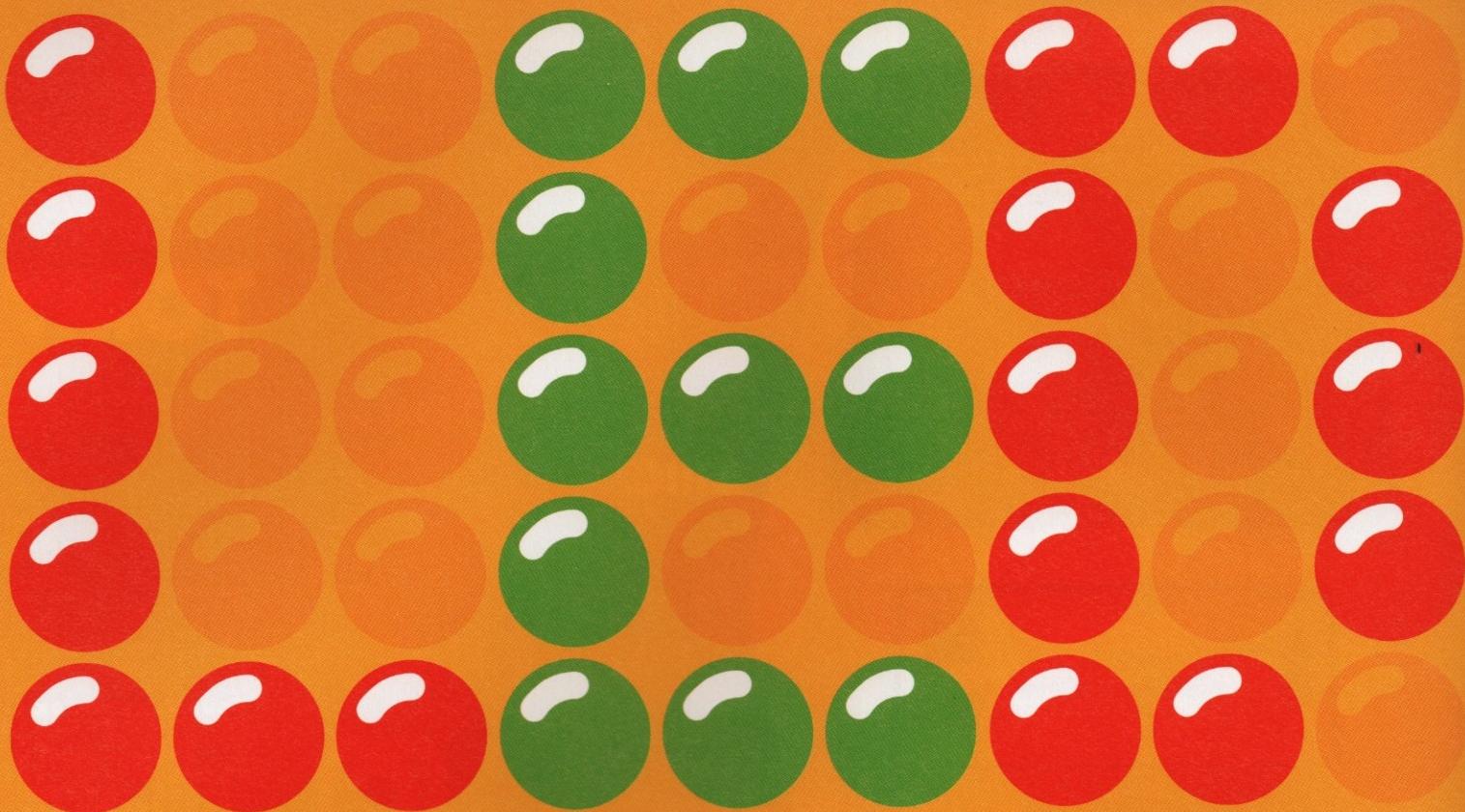


Three separate games in one.
 Only speed and skill can help you "break free" from
 the electronic force field.

A portable, hand-held electronic computerized game
 for one or two players.



Variances may occur in color or screen image in actual products from items depicted.



LED

ENTEX

| | |
|-------------------|----------------------|
| TITLE: | SPACE INVADER |
| COMPANY: | ENTEX |
| SERIES: | 2 |
| YEAR: | 1980 |
| BATTERIES: | 6xAA |
| GAMETYPE: | SHOOTER |
| GAMEPLAY: | 25% |
| QUALITY: | 50% |
| SIZE: | L |



ENTEX - SPACE INVADER

First Entex only made LED sports games, but had one popular space-shooter in the early collection. Different shapes over the LEDs show the aliens and your base ship. Action is alright and fast enough. A later version has a grey case with embossed details of a space ship. Later, with Galaxian 2, this kind of surface was used for the whole case.

ENTEX - RAISE THE DEVIL

From quite a lot of LED pinball games, this game has the best artwork: the impressive painting of the devil is a real eyecatcher. Later Entex had to change the title, as raising devils is not what kids should learn!

LED

ELECTRONIC ACE INVADER® HAND-HELD ARCADE GAME



- Computer-controlled digital displays
- Electronic sound effects
- Multi-shaped brilliant LED vessels, including alien command ship, attack ships, ground defenders, bombs, missile rockets and a beam force cannon
- Automatic digital scoring
- Progressive degree of difficulty
- 2 skill levels

6 AA BATTERIES NOT INCLUDED



FRONT

III LED



TITLE: RAISE THE DEVIL PINBALL
COMPANY: ENTEX
SERIES: 2
YEAR: 1980
BATTERIES: 3xAA
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 50%
SIZE: L

Recommended for ages 6 and above.

BANDAI HANDHELD ELECTRONICS **BASKET BALL**

GAME

YOU SCORE WITH LED ACTION AND SOUND!

USES ONE 9-VOLT BATTERY
(NOT INCLUDED).

FRONT



JAPAN—BANDAI AMERICA—SECAUCUS, N.J.

LED

102/E:P:



BASKETBALL
TITLE: BASKETBALL
COMPANY: BANDAI
SERIES: 5
YEAR: 1978
BATTERIES: 1x9V
GAMEPLAY: SPORTS
QUALITY: 0%
SIZE: 25%
M

BANDAI ELECTRONICS BASKETBALL GAME

COMPETE WITH YOURSELF
AND YOUR FRIENDS!

Out of bounds—No score

Slam dunk—Score 2

Jump shot—Score 2

Lay up—Score 2

Free throw—Score 2

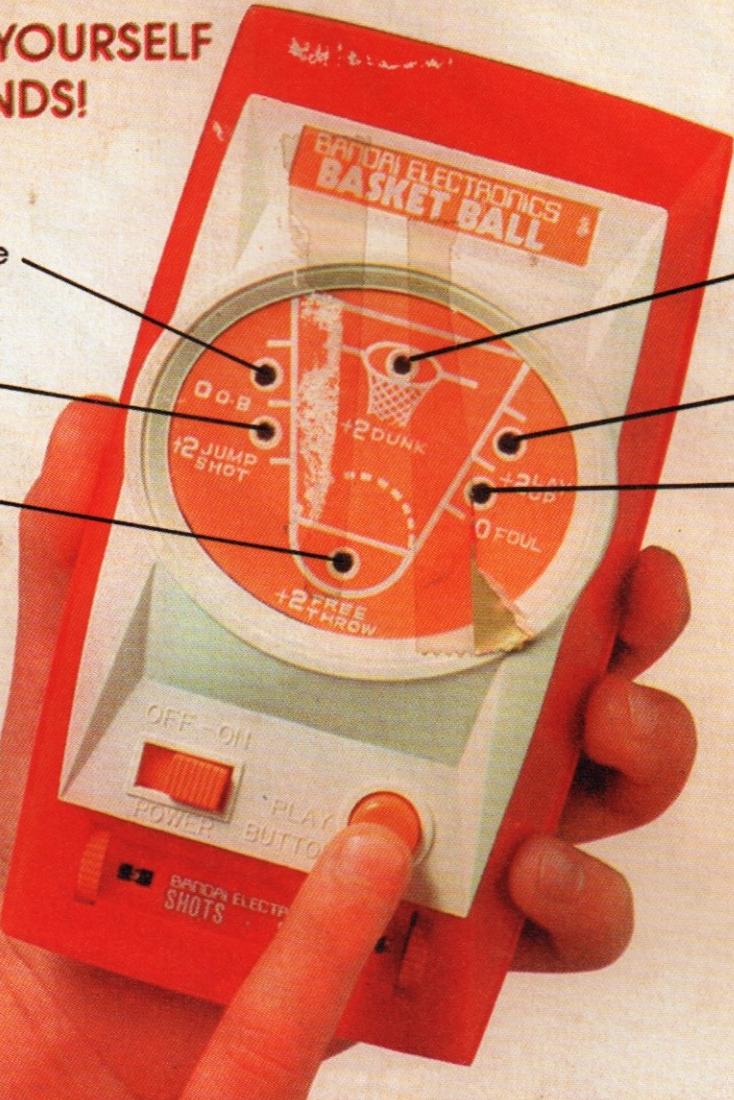
Personal foul—No score

Turn on to display
high-speed L.E.D.
random action

Fire button
to shoot for points

Rotate dial
to indicate
number of shots

Rotate dial
to indicate
your score



BANDAI - BASKETBALL

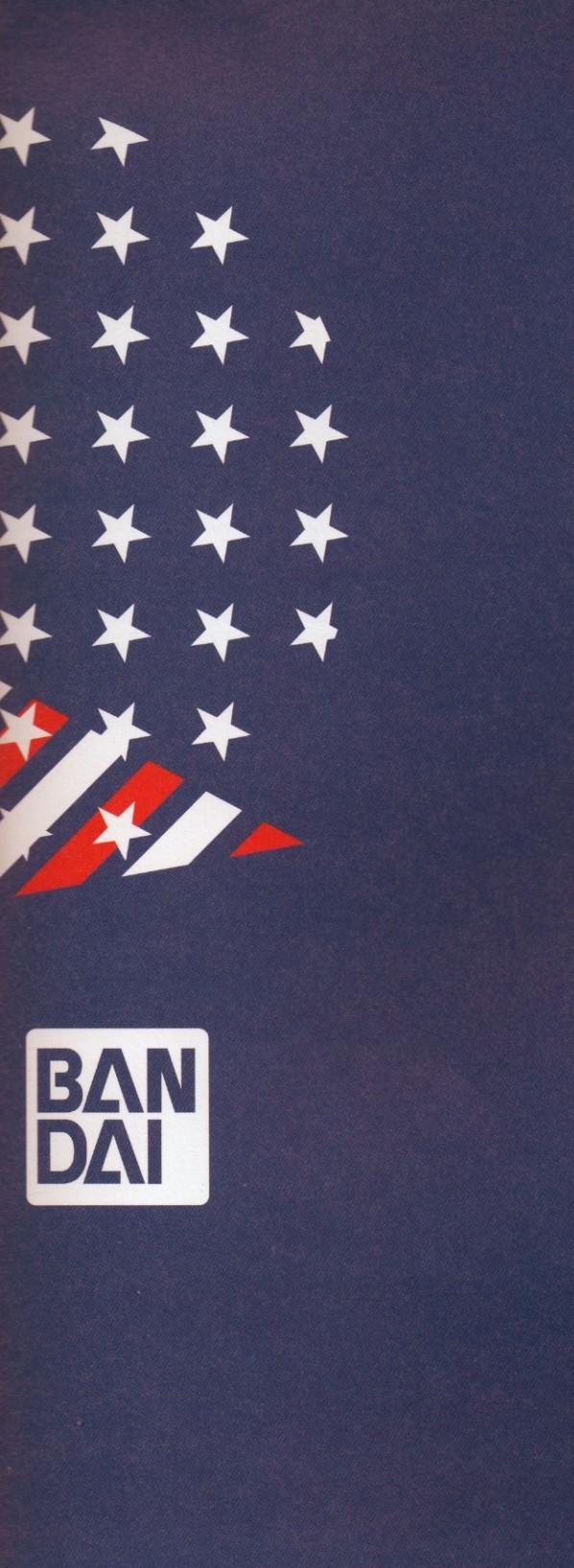
This game illustrates Bandai's first steps in electronic games. The playing field has 6 LEDs, and when you press the (only) button, the lights play a random sequence, simulating action under the basket. Either a point is scored, or not! On top of this simplicity, you even have to keep score manually.

BACK

DYAMIC 84



TITLE: RUNNING TYPE
COMPANY: BANDAI
SERIES: 3
YEAR: 1984
BATTERIES: 2xLR44
GAMETYPE: SPORTS
GAMEPLAY: 100%
QUALITY: 100%
SIZE: S



BANDAI

RUNNING TYPE

ランニング タイプ

1 100Mダッシュ
2 110Mハードル

Hyper Olympic
RUNNING TYPE

ダッシュ! スパート!
時間の壁を破れ!! START JUMP RUN

Konami
Licensed by KONAMI

FRONT

FRONT

BANDAI **BANDAI**
エレクトロニクス事業部

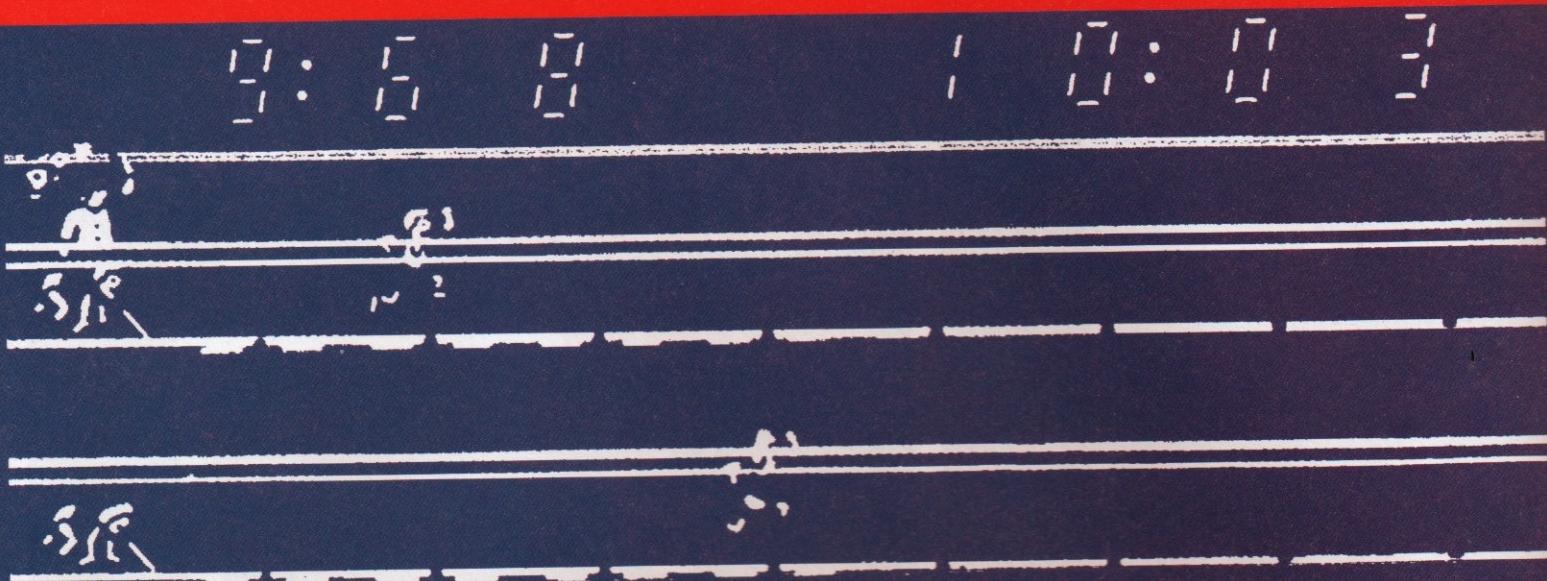


BANDAI - HYPER OLYMPIC RUNNING TYPE

One of a series of 3 games that Bandai made in 1984, when Los Angeles hosted the Olympic Games: Jumping Type, Throwing Type and this Running Type. Classic and fine athletics games. Nice detail: at the winner-ceremony you get lots of hugs and kisses. The case only has three big buttons which are used heavily as these games are played with a lot of real energy (and hitting buttons)! On the back of the case are 4 big, useful rubber knobs, to prevent it from sliding all over the table! Good thinking!

BANDAI - HYPER OLYMPIC CHALLENGE 5

This VFD tabletop combines all 5 disciplines of the 3 LCD games. Even better is the 2-player option, so you don't have to run and jump against the computer. Games are 100m, 110m hurdles, wide jump, high jump and javelin. The case looks very spectacular and a 2-way mirror mixes the stadium impression with the display output. Good thinking!

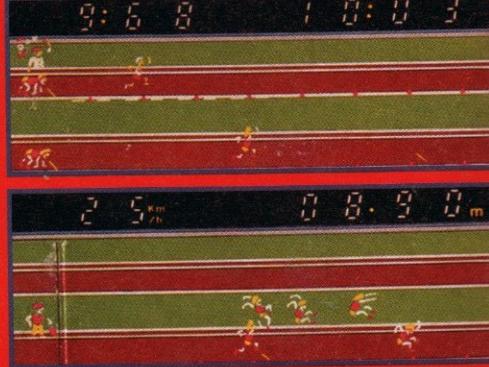
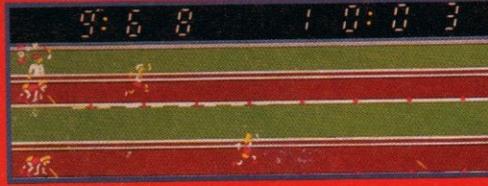
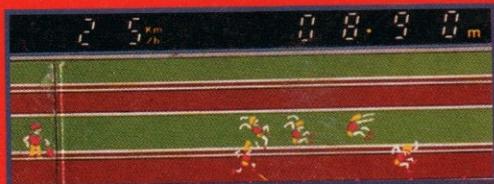


■■■■■ VFD COLOR ■■■■■



TITLE: CHALLENGE 5
COMPANY: BANDAI
SERIES: 1
YEAR: 1984
BATTERIES: 4xC
GAMETYPE: SPORTS
GAMEPLAY: 100%
QUALITY: 100%
SIZE: XL

チャレンジ ワイド
CHALLENGE 5



FRONT

チャレンジファイブ Hyper Olympic Challenge 5

LSI GAME ハイパー・オリンピック



FRONT

Challange 5

Hyper Olympic Challenge 5

1 100M ダッシュ
2 ロング・ジャンプ
3 やり投げ
4 110M ハーフドル
5 ハイ・ジャンプ

Konami
Licensed by KONAMI

BANDAI
エレクトロニクス事業

¥8600

AUTO RACE

オートレース





MATTEL - AUTORACE

The first electronic game! Its first release in 1976 makes this game a veritable antique. Its tiny blips show your car and the traffic ahead. Use 4 gears and a thumb-switch to make fast laps. Each collision slows your car down and a noise confirms the error. Mattel developed a prototype of an obstacle avoidance game, in which you had to guide your one LED avoiding three other rows of LEDs that were coming down. It wasn't themed; it was just a game play that engineers at Mattel had tested that turned out to be fun.



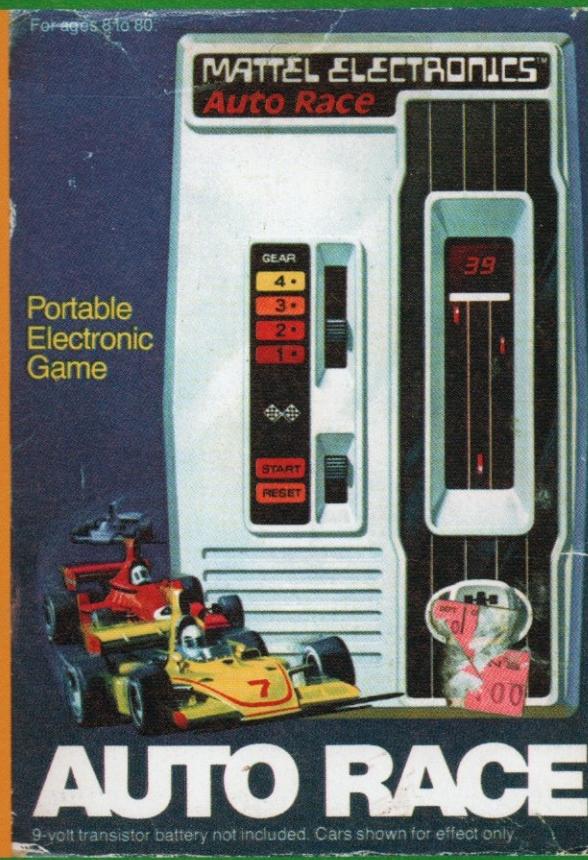
GAKKEN - INDY CHAMPION

Gakken also made their contribution to racing games, with a game shaped like a formula car. Pretty simple to play and a rather small display. Included is a sheet of stickers with numbers and coloured stripes, so you can tune your «car» and make it unique!

BANDAI - HEAD CHASER

In the early days of LCD displays, a lot of power was still needed. This unit requires 4 AA batteries. The large display shows a maze with 2 cars chasing each other. There are also dots to collect, so this is more a kind of Pac-Man game! The noises sound like two tiny metallic cars running inside the game.

| | |
|------------|-----------|
| TITLE: | AUTO RACE |
| COMPANY: | MATTEL |
| SERIES: | 3 |
| YEAR: | 1976 |
| BATTERIES: | 1x9V |
| GAMETYPE: | RACING |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | M |



MATTEL ELECTRONICS





III LCD

TITLE: INDY CHAMPION
COMPANY: GAKKEN
SERIES: 1
YEAR: 1981
BATTERIES: 3xAA
GAMETYPE: RACING
GAMEPLAY: 25%
QUALITY: 50%
SIZE: L

3
5
7

Gakken

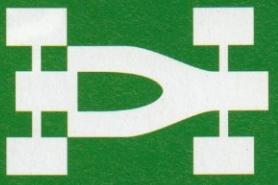
TITLE: HEAD CHASER
COMPANY: BANDAI
SERIES: 1
YEAR: 1981
BATTERIES: 4xAA
GAMETYPE: RACING
GAMEPLAY: 25%
QUALITY: 50%
SIZE: L

III LCD



H

110/€:P:



TOMYTRONIC SLIMLINE SPEEDWAY

IT'S A REVOLUTIONARY ELECTRONIC GAME WITH FIVE RACING GAMES
IN ONE SLIM SPEEDWAY.

AGES
7 AND UP



TOMY
No. 7605



COMES IN ITS OWN CARRYING CASE.

READ

TOMY - SPEEDWAY

This tall but elegant game is another example of how Tomy tried to distinguish their LCD games from the standard G&W design. The only 10 mm thin metal case was used for 6 games, and got the Slimboy or Slimline label. Speedway offers 5 different racing games. Either race your car on a vertically scrolling track or make laps on a static circuit. Press the acceleration button to change up to 4 gears. And feel the thrill of getting the checkered flag!

MATSUSHIMA - CAR RACE

A tiny handheld where you have to keep your car on the race course and dodge obstacles like falling rocks and trees. Get to the gas station in time, before you run out of fuel. The left button lets you change lanes, the right button starts and stops the car. A lovely game from a series of 3 made by Matsushima.

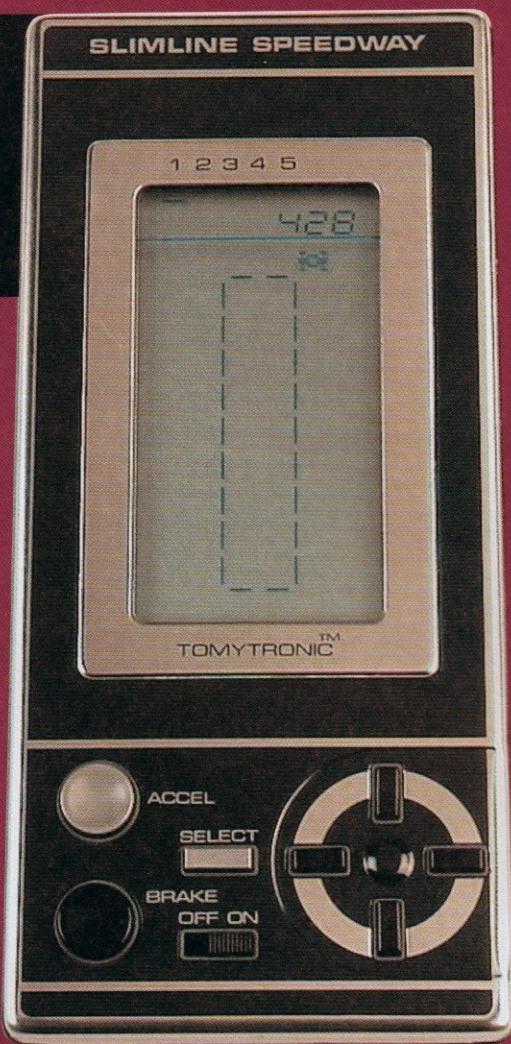
BAMBINO - RACE'N'CHASE

The last of the small line of games Bambino made in their 2 years of existence. It has a very unusual but useful shape. A difficult and fast-paced game, where you have to chase the bad guys. When your patrol car gets close enough, try to catch them!

ENTEX - 3-D GRAND PRIX

This is one of 2 LCD games by Entex. It is their only effort in this corner of electronic games. It has a nice tabletop design. Of course, the best feature is the steering wheel. It only has 3 positions, but it makes the game 100% complete. The display has highly detailed graphics and a good widescreen perspective of the race track and the other cars.

TITLE: SPEEDWAY
COMPANY: TOMY
SERIES: 6
YEAR: 1983
BATTERIES: 2xLR44
GAMETYPE: RACING
GAMEPLAY: 50%
QUALITY: 75%
SIZE: S



TOMY

LCD



GAME & TIME

LCD

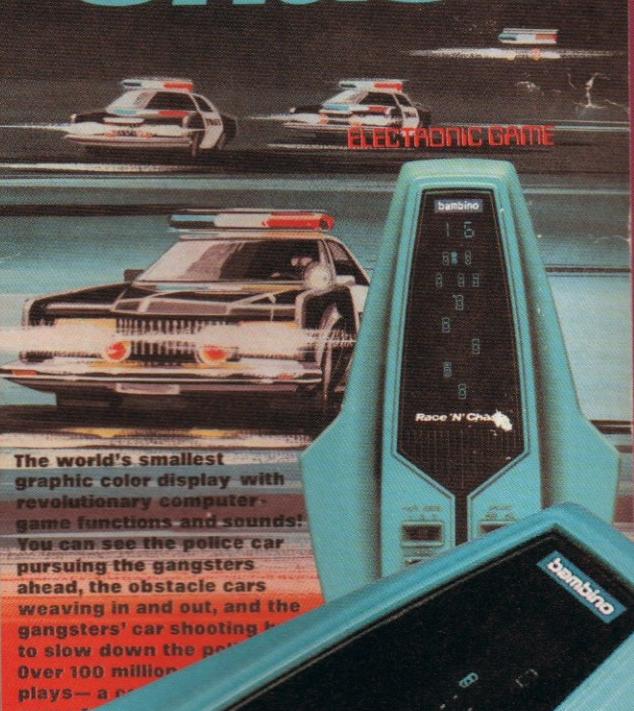


TITLE: CAR RACE
COMPANY: MATSUSHIMA
SERIES: 4
YEAR: 1981
BATTERIES: 2xLR44
GAMETYPE: RACING
GAMEPLAY: 25%
QUALITY: 50%
SIZE: XS

Like movements. Total control.

Race'N' Chase™

TITLE: RACE N CHASE
COMPANY: BAMBINO
SERIES: 1
YEAR: 1981
BATTERIES: 4xC
GAMETYPE: RACING
GAMEPLAY: 50%
QUALITY: 100%
SIZE: XL



VFD

bambino

114/E:P:

No. 6021



AGES 6 TO ADULT



3-D GRAND PRIX

Electronic Hand-Held Game

The realism of a real Grand Prix race, accomplished with computer-age, solid-state electronics.

The competitive road-race game. Set the number of laps and you're right in the middle of the action! Attempt to pass other cars but watch out for any obstacles or other cars on the track.

All cars race in the same direction. 3-D display gives three-dimensional perspective effect.

Quarter-mile warm-up racing modes - Time Trials, Grand Prix and Track

Pole position indicator

Every race is different

Automatic clock timer

Starting & checkered flags

Accelerator

Brake

Steering wheel

Entex

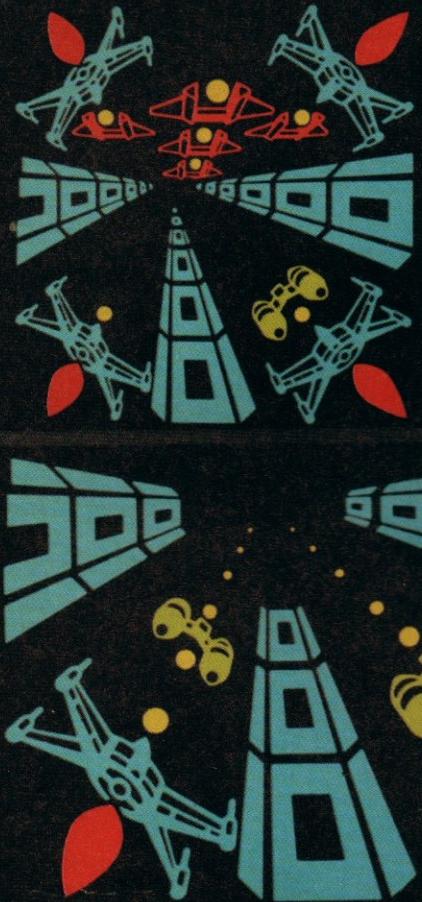
Acceleration

Completion

PLANET ZEON™

TOMYTRONIC 3-D

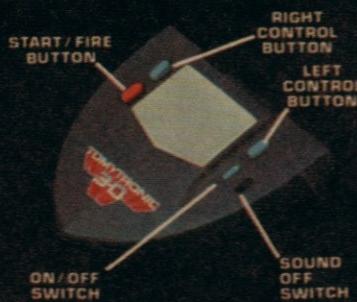
Defend Planet Zeon! Maneuver through 3-dimensional space as you fire on enemy spaceships. You must destroy them before they destroy you.



Your four fighters will meet an oncoming squadron of enemy spaceships and fuel tankers.



Dodge and shoot the enemy spaceships, but don't run out of fuel!



Refuel by hitting enemy fuel tankers. Beware of the deadly meteors!



Keep your fighter moving. Score 10 points for each enemy spaceship you hit.

Maneuver your fighters through five 3-dimensional skill levels. Face new challenges at every turn.

1983 Tomy Corp., 901 E. 233rd St., Carson, CA 90749
Conforms to safety standard PS72-76.

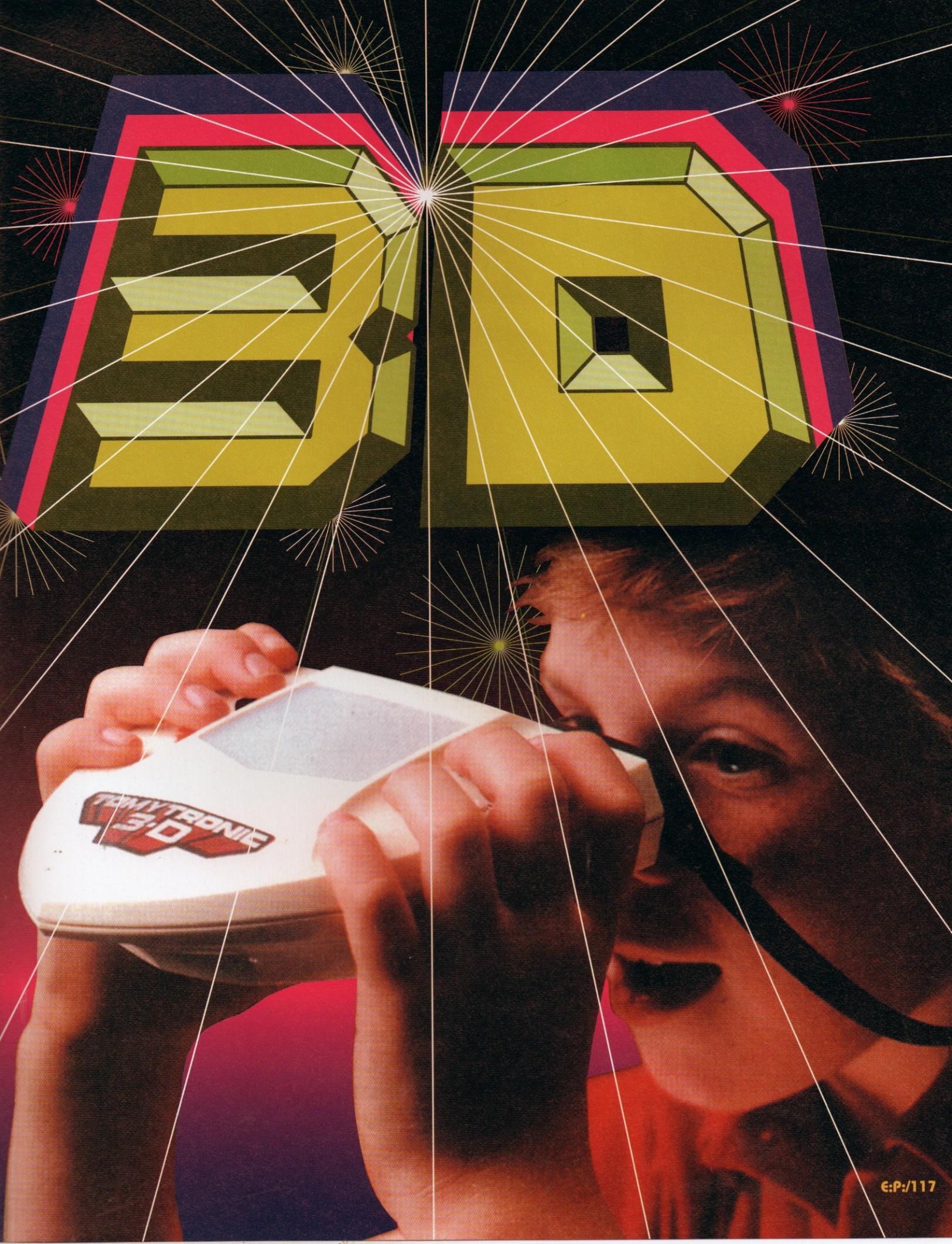
La conformité du présent produit aux normes francaises obligatoires est garantie par Tomy.

Made in Japan.
Requires 3 "AA" batteries, not included. Long life or Alkaline type batteries are recommended.

TOMY
No. 7615

BACK







TITLE: THUNDERING TURBO
COMPANY: TOMY
SERIES: 5
YEAR: 1983
BATTERIES: 3xAA
GAMETYPE: RACING
GAMEPLAY: 25%
QUALITY: 50%
SIZE: XXL

III LCD COLOR 3D

TOMY



TOMY - THUNDERING TURBO

This 3-D games by Tomy are really innovative and entertaining. Held as binoculars, you see 2 angles of the game. This provides some sense of depth. The colour LCD is all you see. Such complete immersion is sensational!

TOMY - STEREO SKYFIGHTERS

This Stereo Skyfighters is an exception in Tomy's binocular 3-D games. There are 2 improvements: a background image for the 3-D LCD sprites and stereo sound effects. The game centres on a dogfight in the sky – you have to shoot down planes that are in front of you and loop the loop when there is someone on your tail. The game takes place over some green and lush countryside, and the stereo sound effects are put to good use – you can tell where someone is coming from, depending on which side you hear their engine as they approach.

BANDAI - SPACE CHASER

Bandai had a strange experiment with this series of 3 games. Using limited LED technology it had to create a 3-D sensation. So the sprites are drawn with perspective. Unfortunately the screen is really small and not very bright. But it was a good effort of Bandai's engineers to look for new shapes and concepts. And it must have been pretty difficult to produce this strangely shaped game.

ROSY - SPACE GALAXY

With aliens attacking in random formations, this is a fine Galaxian version, where you can shoot away as fast as you can! The special feature of this version is the combination of the VFD display and a superimposed background scenery. It generates extra depth to the playing field and places the sprites in a beautiful context. Rosy was the only company to use this construction, and made 3 tabletops in this very modern and recognizable design.

COLECO - ZAXXON

The biggest tabletop was made by Coleco in 1982. You need a good part of the table to play this desktop monster. It uses complex display techniques to replicate the classic space shooter. Two VFD displays animate your ship and the playing field. The display of your ship is reflected on an angled 2-way mirror which is transparent to the second display. Good loud sound effects and excellent artwork make this game the king of tabletops!



PLANET ZEON™

A portable, electronic game with real 3-dimensional action.

TOMYTRONIC 3-DTM



TOMY

No. 7615

Ages 6
and up

III LCD COLOR 3D



| | |
|------------|-------------------|
| TITLE: | STEREO SKYFIGHTER |
| COMPANY: | TOMY |
| SERIES: | 2 |
| YEAR: | 1983 |
| BATTERIES: | 3xAA |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 75% |
| QUALITY: | 75% |
| SIZE: | L |



Stereo sound and advanced 3-D graphics give you all the excitement of aerial action.

A real test of skill and tactics as you challenge the enemy squadron. All that's missing is the wind in your hair!

SIDE

TOMY Stereo vi dà suoni e immagini stupendamente realistici. Cominciate i tasti di controllo situati sulla parte superiore del gioco per manovrare il vostro Skyfighters contro lo squadrone nemico.



"La conformité du présent produit aux normes francées obligatoires est garantie par Tomy".
Requires 3 "AA" Batteries, not included.
Long life or Alkaline type batteries
are recommended.



TOMY

No: 7630

Tomy U.K. Ltd.
Conforms to Safety Standard PS72-76
Made in Japan



LCD 3D



TITLE: SPACE CHASER
COMPANY: BANDAI
SERIES: 3
YEAR: 1979
BATTERIES: 3xAA
GAME TYPE: ACTION
GAMEPLAY: 25%
QUALITY: 50%
SIZE: M

SPACE CHASER

MR SUBATTACK

MRサブアタック



FRONT

LSI Portable Game
LSI Portable Game

- ハンディタイプでエキサイティング
- デジタル表示のスコア
- 電子音と光のアクション
- 外でも遊べる乾電池(006P)使用

BANDAI ELECTRONICS



■ ■ ■ ■ ■ VFD COLOR 3D

| | |
|------------|--------------|
| TITLE: | SPACE GALAXY |
| COMPANY: | ROSY |
| SERIES: | 3 |
| YEAR: | 1983 |
| BATTERIES: | 4xC |
| GAMETYPE: | SHOOTER |
| GAMEPLAY: | 50% |
| QUALITY: | 100% |
| SIZE: | XL |

FAMILY ELECTRONIC GAME

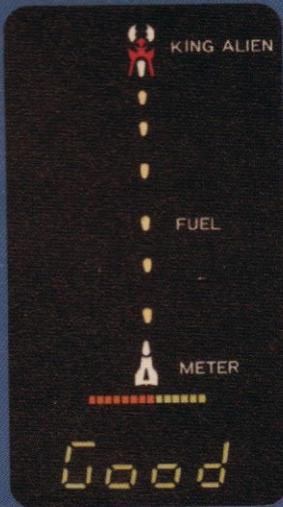
SPACE GALAXY **3D** SYSTEM

PLAY GAME IN SPACE..... THE ALIENS INVADE COSMOPOLIS /
BEAM FORCE CANNON FIGHT TO REPULSE.
BRILLIANT FLD CONSPICUOUSLY EXCITING.. LSI STEREOSCOPE.

ELECTRONIC COLOUR



ALIEN MOVEMENT DISPLAY



REFUEL DISPLAY



END MARK DISPLAY

If cannon receive a fuel supply from the King Alien, "GOOD" mark appears on display. If 3 beam force cannons are destroyed or exhausted fuel "END" mark appeared on display.



Good

 **ROSY**

3F MEIYU BLDG. 2-4-9, KAMINARIMON, TAITO-KU,
TOKYO, 111 JAPAN

BACK

3D

ZAXXON
COLECO
1
1982
4xD
SHOOTER
75%
100%
XXL

VFD COLOR 3D

1. Fly your fighter over the fortress "walls"!



2. Swoop down to attack and destroy enemy installations.



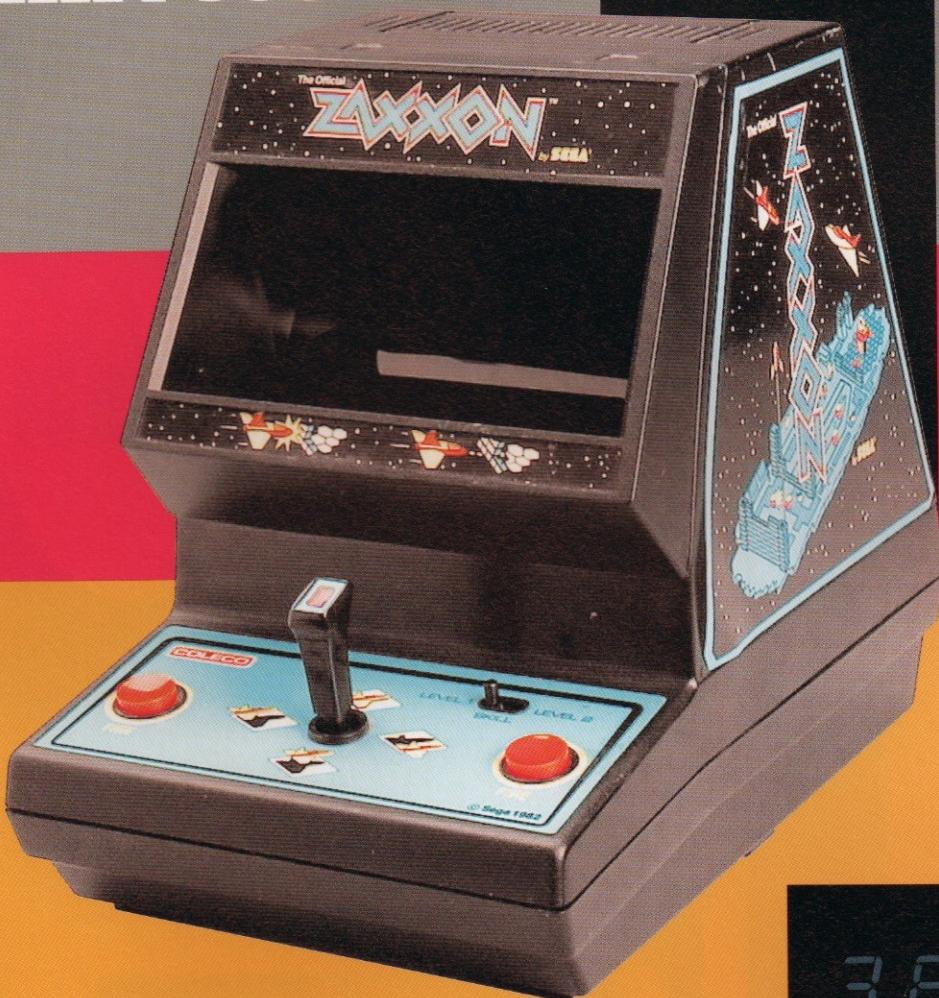
3. Blast the fuel arsenals for extra points; but don't crash into them!



4. Avoid the enemy fire; swerve to line up your targets.



5. Climb fast to get over the defenders' walls...



COLECO SEGA

380
BEST

9. Displays your score, then shows "Best Score."

6. . . . but watch out or you'll be hit by a missile!



7. Get through the fortress and fly into open space, where you'll battle a whole squadron of missiles!



8. Anywhere along the way, you may encounter Zaxxon, the Robot Warrior. Can you free the universe?



TITLE: GUNFIGHTER
COMPANY: BANDAI
SERIES: 1
YEAR: 1981
BATTERIES: 4xAA
GAME TYPE: ACTION
GAMEPLAY: 50%
QUALITY: 50%
SIZE: L



GUNFIGHTERS
TITLE: GUNFIGHTERS
COMPANY: GAKKEN
SERIES: 1
YEAR: 1980
BATTERIES: 3xAA
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 100%
SIZE: L

FRONT

BANDAI
ELECTRONICS
ARCADE™

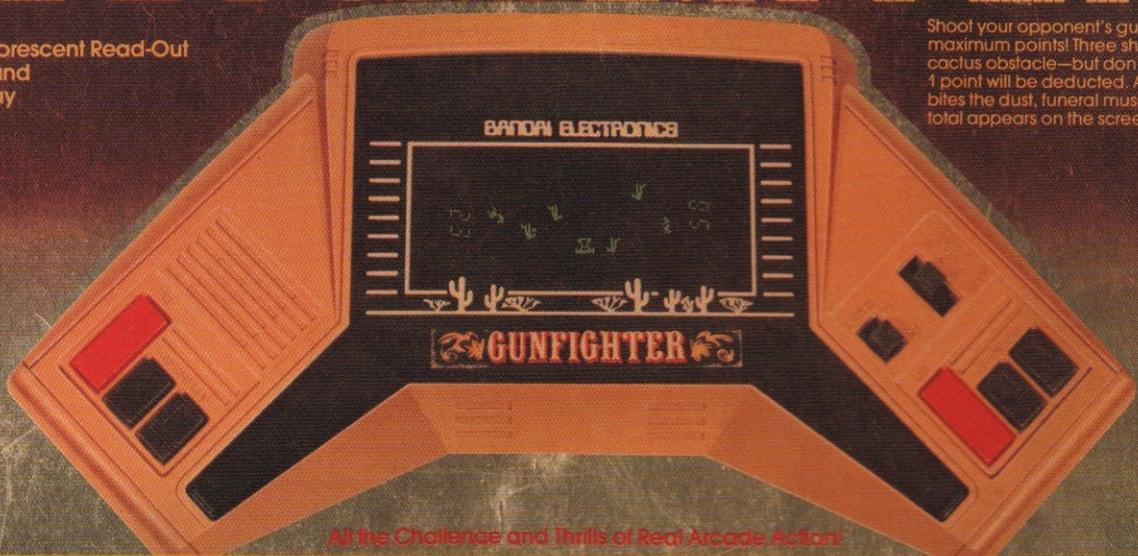


No. 8006
Ages 8 and Up

GUNFIGHTER™

Features:
Super-Bright Fluorescent Read-Out
Total Action-Sound
1 or 2-Person Play
3 Skill Levels

Shoot your opponent's gunfighter FAST to score maximum points! Three shots will destroy the cactus obstacle—but don't hit the stage coach or 1 point will be deducted. As the losing gunfighter bites the dust, funeral music plays and the point total appears on the screen.



All the Challenge and Thrills of Real Arcade Action!

READ

BANDAI - GUNFIGHTER

Great! Another gunfighter. This Bandai version has unusual, angled 2-player design, instead of sitting face to face. Nevertheless, the action is as classic as you would expect. Duelling cowboys, and obstacles like bushes and a stagecoach driving by. There are 2 buttons to change your shooting position, and a bigger one for firing. Best part is the funeral music, whenever one is hit by a fatal shot.



BANDAI
ELECTRONICS
ARCADE

GUNFIGHTER

Compete with the computer or have split screen or 4-life mode in the arcade game. Featuring all the suspense and challenge of a real Western shoot-out.



Digital score will flash when game ends or 30 seconds remain in game.

When your gunfighter is hit, he falls over and cannot move for a few seconds.

Shooting button.

Precision button for shooting your gunfighter.

Stagecoach moves up and down. One or concealed.

Switches MANUAL or AUTO play game continuously without having to stop playing game to change switch settings.

Switch power ON or OFF than with lighting function.

Made in Japan
BANDAI AMERICA, INC., 200 N. W. 70th Street, N.Y. 10023

BANDAI AMERICA

BACK

FRONT



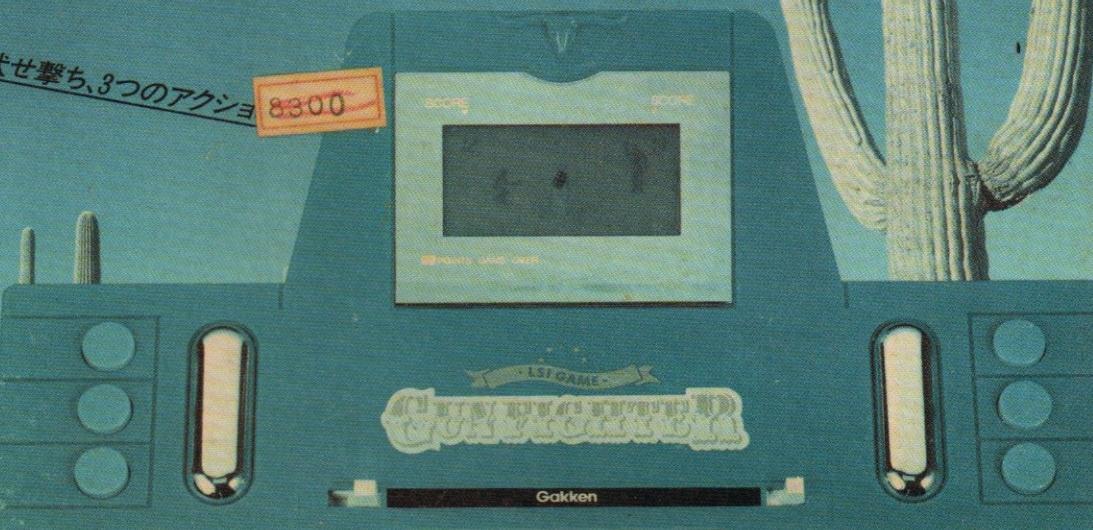
狙え! 撃て! 早撃ちガンマン、荒野の決闘!!

ガンファイター

LSIゲーム

肩撃ち、腰撃ち、伏せ撃ち、3つのアクション!

8300



Gakken

- 品質検査書、説明書付き
- ACアダプタ3本(4.5V)付属(別売)



GAKKEN - GUNFIGHTER

This game uses the most plastic in relation to actual screen size. But the case has so much detail that it's worth it! Next to the buttons it sports fantastic embossed poses of shooting cowboys. And above the screen there is this nicely sculpted head of a buffalo. The typography on the case and box underlines the western atmosphere of this game. Of course, gameplay is about two duellists in the desert with an occasional cactus and stagecoach.

BACK

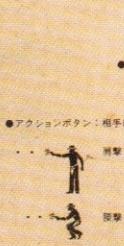
NO.81572

狙え! 撃て! 早撃ちガンマン、荒野の決闘!!

ガンファイター

肩撃ち、腰撃ち、伏せ撃ち、3つのアクション!

LSIゲーム



- 肩撃ち・腰撃ち・伏せ撃ちの3つのアクション。タルやサボテンの出現。6発撃つたびにタマ込めもある。本格派。
- 液晶(LCD)表示ならではの、迫力あふれるディスプレイパネル。
- オート(1人用) / マニュアル(2人用)ゲーム切替スイッチ付き。
- 実力に合わせてスリルとテクニックを楽しめる、プロ / アマレベル切替スイッチ付き。
- 得点は99点まで自動トーカル表示。
- 学研が独自に開発したカスタムLSIと液晶板を使用。

*6発撃つたびに、自動的に陣込めします。その間、スコアの1位だけが点滅し、アマは約1秒、プロは約5秒かかります。

*この製品について、万一、不適な点がございましたら、下記までご連絡ください。

〒146 東京都大田区仲池上1-17-15 ☎ 03(754)5343

(株)学習研究社 知育トイ事業部 サービス係

- 勝利物: 2発当たると消える。
- タル
- サボテン
- スコア: 最高得点99点

経験 (ガンマンの頭だけが点滅する。): 1点
重傷 (ガンマンの全身が点滅する。): 3点
致命傷 (ガンマンが後ろに倒れる。): 5点
障害物: -1点 (ただし、得点が0点のときは、減点されない。)



Gakken

LEFT-RIGH



GENERATION

E LCD



TITLE: CRAZY CROWS
COMPANY: BANDAI
SERIES: 2
YEAR: 1981
BATTERIES: 3xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 75%
SIZE: S

Krähen-Jagd

FRONT

Achtung, die Krähen greifen an. Da gilt es, rechtzeitig abzudrücken oder auszuweichen. Eine aufregende Jagd.

In gleicher Ausstattung erhältlich: „Fang die Nuß“ und „Grand Prix“.

Uhr, Stoppuhr, Wecker, Datumsanzeige und 2 Spielmöglichkeiten in einem!

Art.-Nr. 604-008 101

top-O-tronic

BANDAI ELECTRONICS



BANDAI - CRAZY CROWS

This elegantly shaped game is also from the first series of LCD games by Bandai. The hunter must shoot as many nasty crows as possible, before they attack him. The tall shape is uncommon for this type of game. It was also used for Circuit Champion, a very nice racing game.

BANDAI - MONKEY BUSINESS

This Monkey Coconut is also from the first series. Its unusual round shape and metallic finish makes this a real gem. There's even a lid to wear the game on a necklace. Gameplay is very primitive. Move from left to right to catch the coconuts that monkeys are throwing at you from the palmtrees.

BANDAI - DAIJISHIN

The earth is shaking! Everything in the room is falling down. You must keep closets upright and catch the flower pot. In-between your stove catches fire and you can score bonus points by helping the fireman.

BANDAI - CROSS HIGHWAY

This game is a simple and classic Frogger clone. Try to cross the street, without getting run over by the traffic. Then jump onto the waiting train. From a series of 5 games with the black & gold styling, it was Bandai's answer to Nintendo's first Silver and Gold Screen G&W games. On the right-hand side there is an integrated moveable stand. This is a far more elegant solution than the standard metal stand, folded into the back of almost every LCD game.

GAKKEN - TROJAN HORSE

One of the first LCD games by Gakken. A simple metal case with left-right buttons. The display has quite large symbols, with not much detail. Without too much motion, gameplay is pretty hard. For these early LCD games they tried different themes: Trojan Horse, Helicopter Rescue and Fishing. Gakken did their part, and got on the route of developing and selling handheld games.

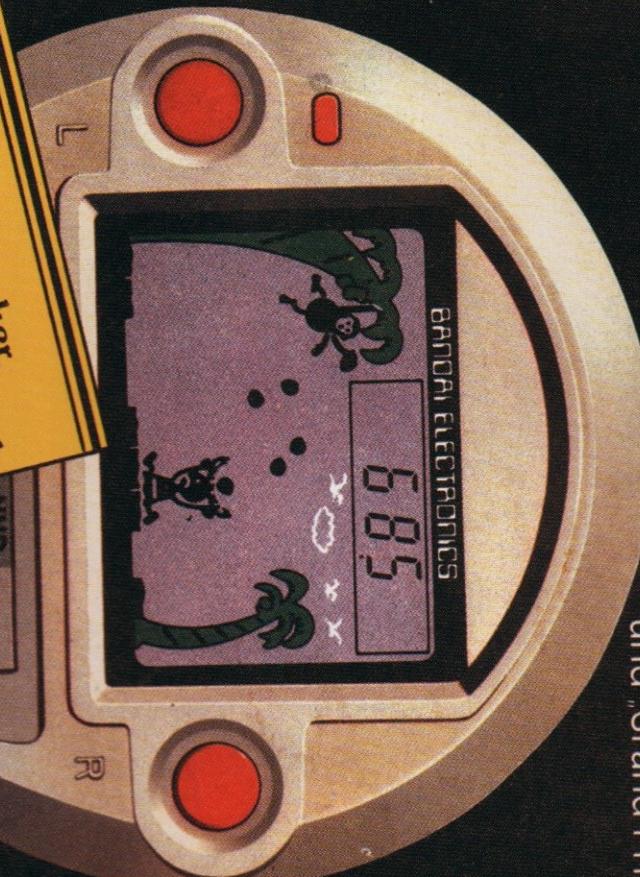
EPOCH - MR. WOODMAN

From the early series of 4 Pocket DIGIT-COM LCD games. Very small, but highly detailed LCD screen. You're chopping trees in the woods, but watch out for the big bears! Additionally, you have to babysit your kids who are climbing trees in the background. Whenever they fall down, be sure to catch them in time. Like all LCD games by Epoch, it comes in shiny metallic boxes.

Fang die Nuß

Ein frecher Affe wirft mit Kokosnüssen, die es zu fangen gilt. Gelingt es nicht, lacht er den Spieler aus... und beginnt sofort damit, die nächsten Nüsse zu pflücken.

In gleicher Ausstattung erhältlich: "Krähens-Jagd" und "Grand Prix".

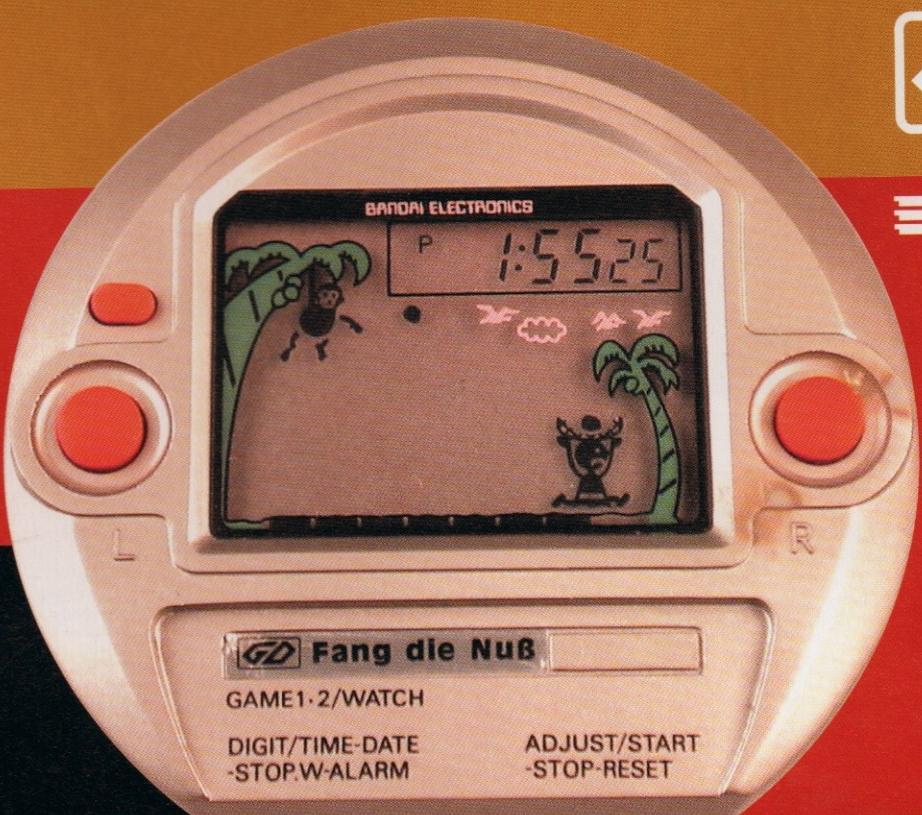


Art.-Nr. 604-008 108

FRONT

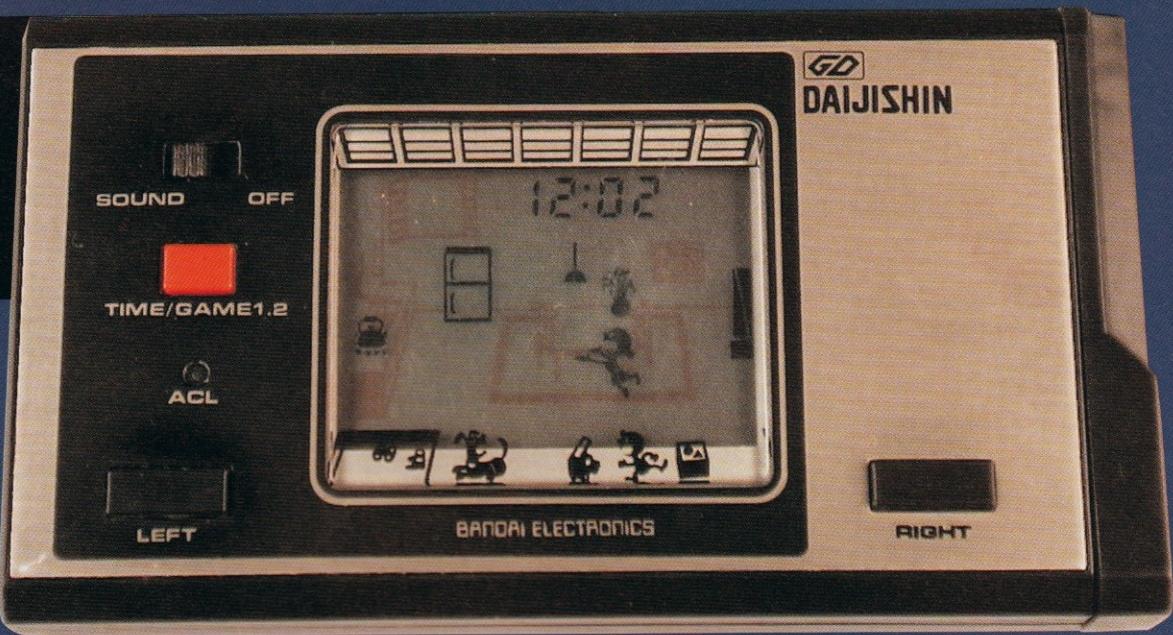


LCD



| | |
|------------|-----------------|
| TITLE: | MONKEY BUSINESS |
| COMPANY: | BANDAI |
| SERIES: | 2 |
| YEAR: | 1981 |
| BATTERIES: | 3xLR44 |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 25% |
| QUALITY: | 50% |
| SIZE: | XS |

TITLE: DAIJISHIN
 COMPANY: BANDAI
 SERIES: 5
 YEAR: 1981
 BATTERIES: 2xLR44
 GAME TYPE: ACTION
 GAMEPLAY: 50%
 QUALITY: 75%
 SIZE: XS



E LCD



FRONT
BANDAI ELECTRONICS



GD LCD GAME DIGITAL
DAIJISHIN

大地震

TITLE: CROSS HIGHWAY
COMPANY: BANDAI
SERIES: 5
YEAR: 1981
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 75%
SIZE: XS

FRONT

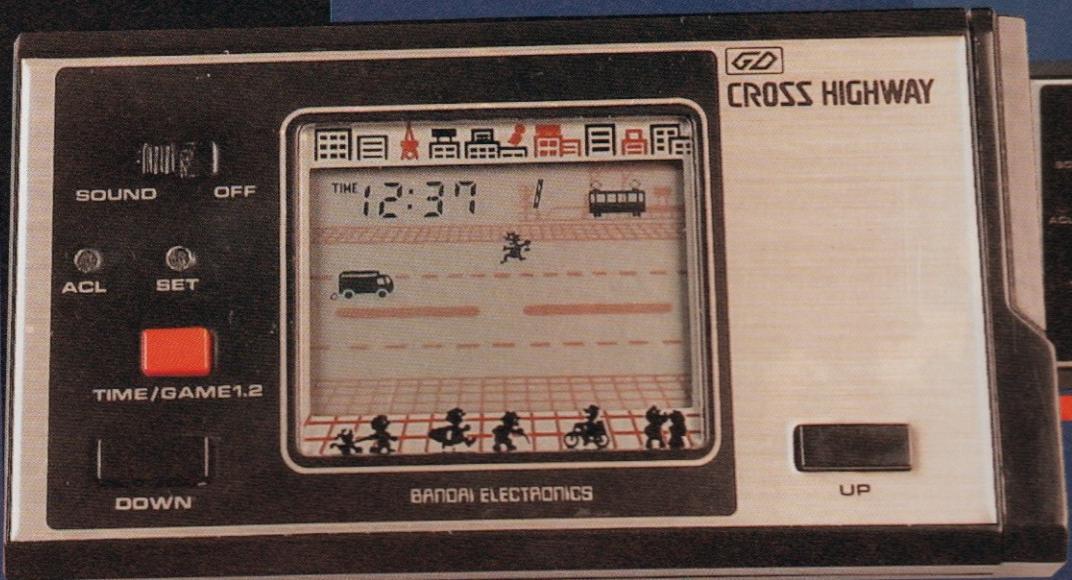
Two levels of playing skill
 Digital score display
 Memory facility to retain and display highest, overall score
 Long battery life
 It's a clock too!
 No winding
 Digital display
 Built-in, retractable arm-stand.



**10 Function
Electronic
Digital Clock
and Computer Game**

CROSS THE ROAD

=LCD



=LCD



Gakken



TITLE: TROJAN HORSE
COMPANY: GAKKEN
SERIES: 3
YEAR: 1981
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 50%
SIZE: S

LCD tacOtron

Trojanisches Pferd,
 Art. Nr. 608 000001

Spiel & Digital-Uhr
 mit Weck-Zeit Funktion



Bienengraeber

EPOCH POCKET DIGIT-COM mini

取扱い説明書 保証書付き(6ヶ月)



EPOCH

LCD

液晶(LCD)の見やすい位置



11

商品の見やすい角度は、他の消費状態により変化します。

TITLE: WOODMAN
COMPANY: EPOCH
SERIES: 4
YEAR: 1981
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 50%
SIZE: XS





**GAME
&
WATCH**



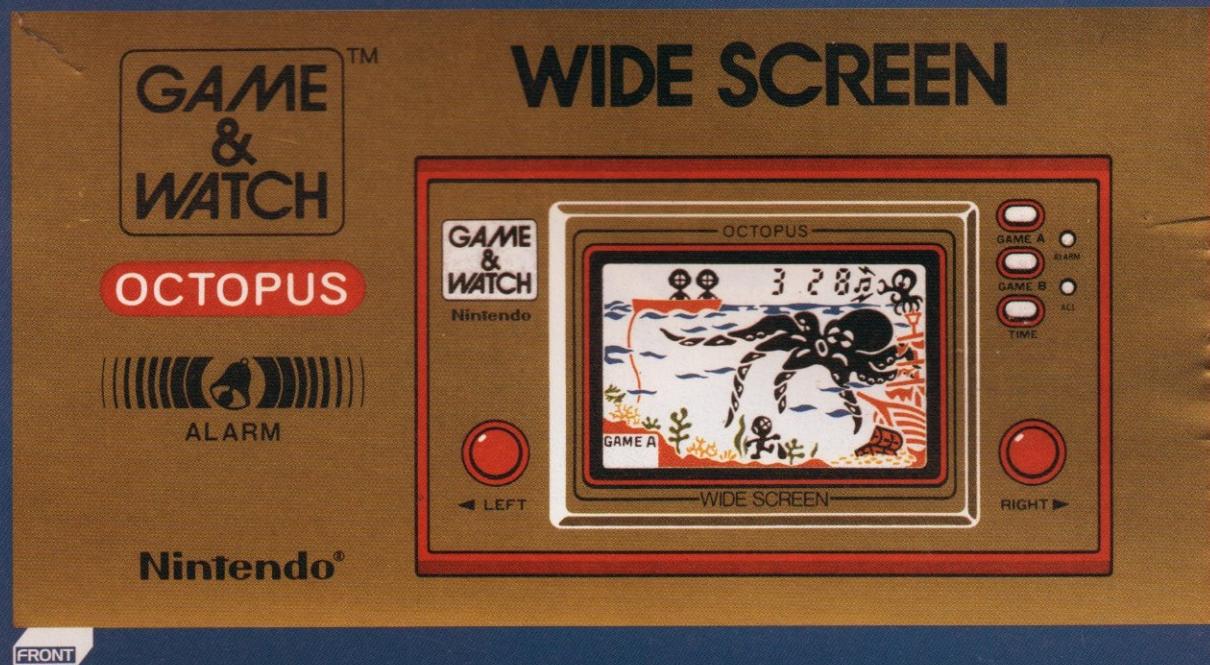
NINTENDO - OCTOPUS

Just one example of the most popular G&W series. These Wide Screens were very successful products. With good case design and original games, they were a model for all other LCD games. Again funny left-right action, trying to keep your divers out of the Octopus' tentacles, as they search for a treasure in the sunken ship.



GAME A
GAME B

Nintendo



TITLE: OCTOPUS
COMPANY: NINTENDO
SERIES: 10
YEAR: 1981
BATTERIES: 2xLR44
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 75%
SIZE: S

SOLAR



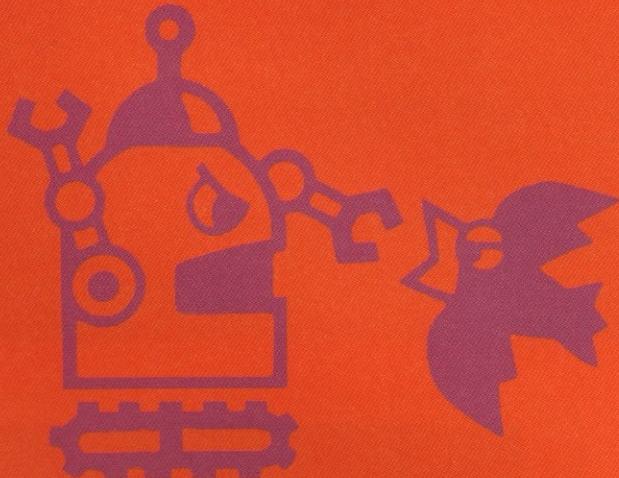
TITLE: HEAVEN & HELL
COMPANY: BANDAI
SERIES: 6
YEAR: 1982
BATTERIES: -
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 50%
SIZE: XS



CASIO



LCD



| | |
|------------|--------------|
| TITLE: | WATERCOASTER |
| COMPANY: | CASIO |
| SERIES: | 2 |
| YEAR: | 1982 |
| BATTERIES: | - |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 50% |
| QUALITY: | 75% |
| SIZE: | S |





BANDAI - HEAVEN & HELL

Bandai made a lot of solar games. This is one of the smallest series. Folded up it is really compact, and surprisingly, the games offer a lot of fun. It has 2 scenes: starting in hell, where you have to get out quick, without getting caught by the devil. Then you must catch all the sacred leaves that God drops from his cloud. If you miss one, you go straight back to hell. If you succeed, you become an angel and receive your halo! Six games in this series, that were later released in a similar, but bigger case.

CASIO - WATERCOASTER

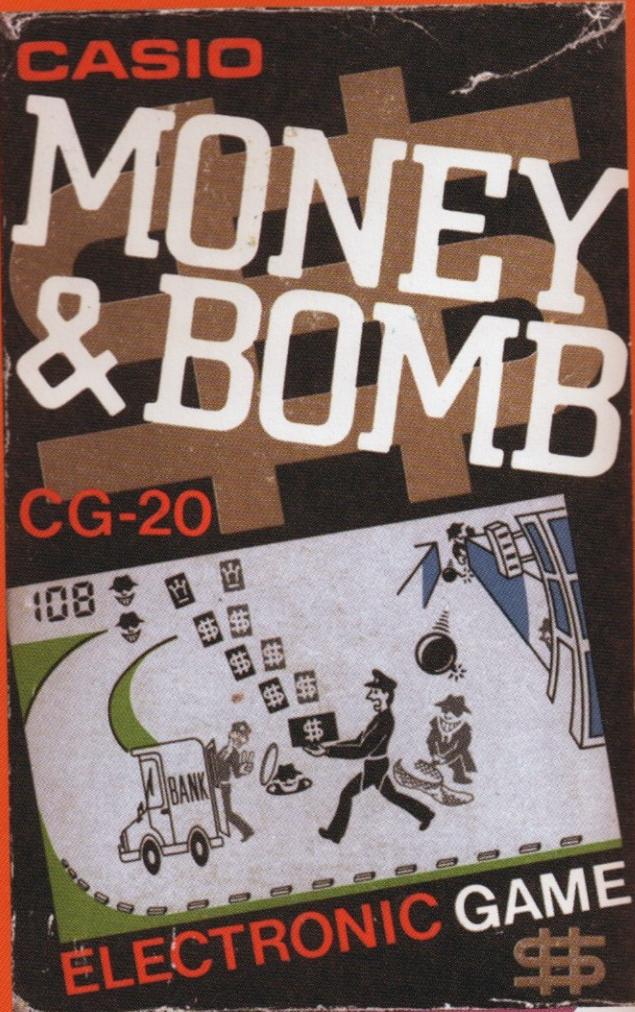
Casio made 2 fold-open solar LCD games: Watercoaster and Mogland. Very thick and solid little handhelds. Its form follows the construction, and on the front the screws are visible in all corners. Nice and highly detailed artwork in the sprites. On 4 lanes happy Japanese kids are enjoying their rides. A robot functions as an electronic scarecrow for crows interfering with the rollercoaster tracks. With his telescopic arm he must catch a nasty bird, take it back and put it in a cage.

CASIO - MONEY & BOMB

Casio was the first company to make handheld games battery-independent. 9 different solar-powered games of this type. The themes all have similar gameplay - finding one's balance is the main goal. The environment is constantly moving, and you have to keep your position in the middle. With this game it's a bank-clerk running around, holding a pile of bank-notes. Try to get to the truck without losing the money or being hit by a bomb!

EPOCH - PENGUIN RESTAURANT

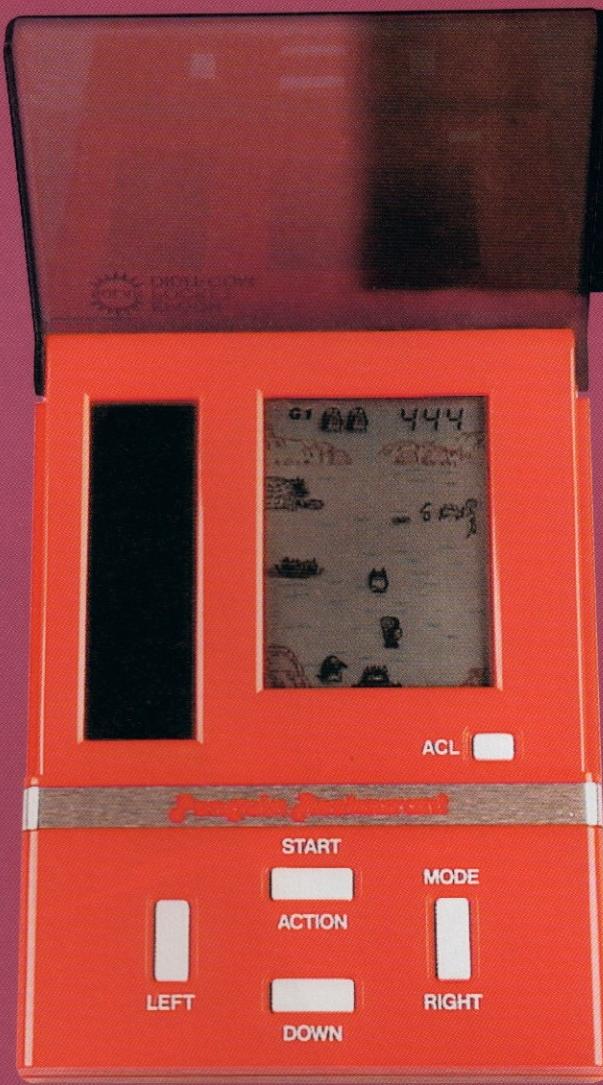
This is one of only 2 solar games by Epoch. They have a transparent smoke-screen cover to protect the solar cells and the LCD display. This is the last LCD game that Epoch released during a 3-year period. Jack and the Beanstalk and Penguin Restaurant both show nice detail in game and finishing.



LCD

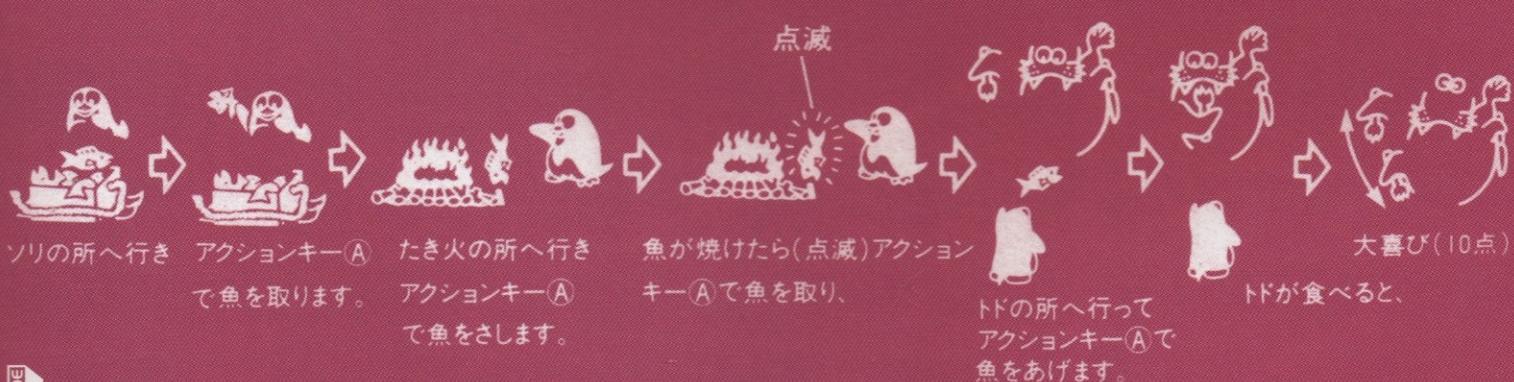
| | |
|------------|--------------|
| TITLE: | MONEY & BOMB |
| COMPANY: | CASIO |
| SERIES: | 9 |
| YEAR: | 1983 |
| BATTERIES: | - |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 50% |
| QUALITY: | 50% |
| SIZE: | S |

TITLE: PENGUIN RESTAURANT
COMPANY: EPOCH
SERIES: 2
YEAR: 1983
BATTERIES: -
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 75%
SIZE: S



EPOCH

LCD



SIDE



FRONT

BANDAI ELECTRONICS
LCD SOLARPOWER

ダブルパネル
W DOUBLE PANEL

16818

AIR PORT PANIC

エア ポート パニック



空港大パニック、乗客を救え!!

BANDAI



BANDAI ELECTRONICS

LCD SOLARPOWER

ダブルパネル
DOUBLE PANEL

AIR PORT PANIC

エアポートパニック

LCDソーラーパワー

取扱い説明書



保証書付

ご使用の前にこの説明書をよくお読みのうえ、正しくお遊びください。



| | |
|------------|---------------|
| TITLE: | AIRPORT PANIC |
| COMPANY: | BANDAI |
| SERIES: | 4 |
| YEAR: | 1982 |
| BATTERIES: | - |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 75% |
| QUALITY: | 75% |
| SIZE: | S |



BANDAI - AIR PORT PANIC

Two scenes: run across the airport to the airplane and then shoot the hijacker in a duel. Meanwhile be sure to miss the hostages. When your mission is successful, you are hugged and kissed by the stewardess! Series of 4 bigger solar games. This was Bandai's answer to the Multi Screens by Nintendo. Nice casing, white on the outside and room in the cover for the tiny joystick.

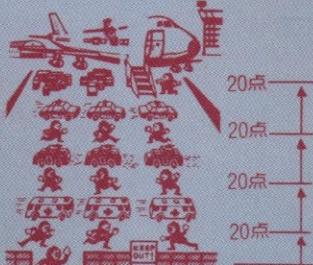
得点

〈空港で飛行機に乗りこむ第1バターン〉の場合

- 刑事が飛行機に1段近づくごとに

→20点が加算。

* 刑事があと戻りしても得点には変化がなく、戻った位置から1段近づくごとに20点が加算されます。



〈飛行機内でハイジャッカーと撃ち合う第2バターン〉の場合

- 刑事の弾丸がハイジャッカーに命中するごとに → 30点が加算。

- 刑事の弾丸が立ち上った乗客に間違って当ると → 30点減点。

- ③ 乗客を撃つて〇点になった場合、さらに乗客を撃つてしまっても得点は〇点のままです。また、得点が20000点を突破し、スコアが0000に戻った場合に乗客を撃つてしまった時のスコアは0000の表示です。

- 刑事の弾丸がハイジャッカーに10回命中すると、スチュワーデスが刑事にかけよりボーナス点として → 200点が加算。



* 刑事は左右にしか動きません。



FLIP TOP

Gakken

VFD COLOR

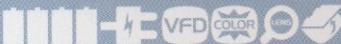


TITLE: DIG DUG
COMPANY: GAKKEN
SERIES: 3
YEAR: 1983
BATTERIES: 4xC
GAMETYPE: ACTION
GAMEPLAY: 50%
QUALITY: 50%
SIZE: XL

BANDAI



| | |
|------------|---------------|
| TITLE: | KITEYO PARMAN |
| COMPANY: | BANDAI |
| SERIES: | 3 |
| YEAR: | 1983 |
| BATTERIES: | 4xAA |
| GAMETYPE: | ACTION |
| GAMEPLAY: | 50% |
| QUALITY: | 100% |
| SIZE: | L |



GAKKEN - DIG DUG

The big flip-top cover pulls up the screen with a magnifying lens. Gakken adapted 3 popular arcade titles with this design. Maze games like Amidar, Jungler and this Namco creation Dig Dug. Dig Dug is a friendly fellow, digging tunnels with his shovel and eating vegetables for bonus points. He must destroy the monsters by pumping them up with his air pump or drop rocks on them!

BANDAI - KITEYO PARMAN

As with Gakkens flip-top games, this well constructed game has a built-in lens that pops up when the cover is lifted. Bandai made 3 games of this Push Up-type with VFD display: Dokodemo Dorayaki Doraemon, Ultraman and this Kiteyo Parman. This time Parman has to keep the bad guys away. They keep sneaking out of trashcans, trying to steal candies from the little girl and boy!

POPY - PARMAN

Parman (as in Su-parman) is again the little superhero in this very special game. The round cover can be opened up by pulling the triangle handle (Parmans «ear»). A lovely scene with a railroad track becomes visible. Parman must fly fast to put back missing pieces in the track, before the locomotive crosses. As always, all his little friend sand helpers cheer him on. This co-production of Popy and Bandai again resulted in unique case design and lovely animated sprites.

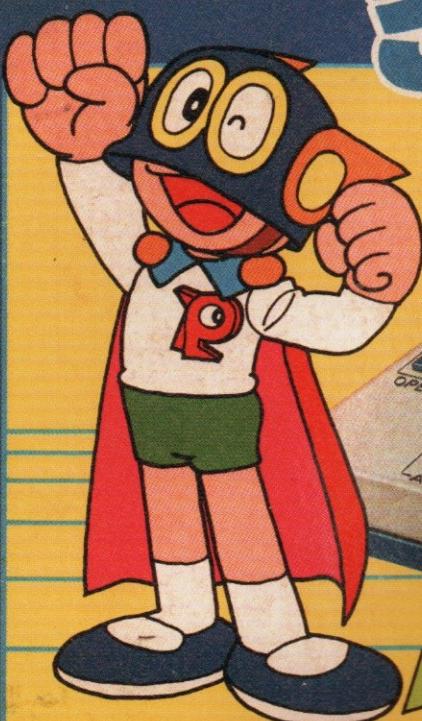


FRONT

FL LSI GAME
PUSH UP

SHOGAKKEN
PRODUCTION
24

きてばバーマン



©藤子・小学館・テレビ朝日

BANDAI

ワンタッチでレンズが飛び出すニューメカ(プッシュアップ)付。

FRONT

FL LSI GAME
PUSH UP

SHOGAKKEN
PRODUCTION
1
4551586

どこでもドラヤキ

ドラヤキ



大好きドラヤキ!! 迷路の中で大忙がれ!!

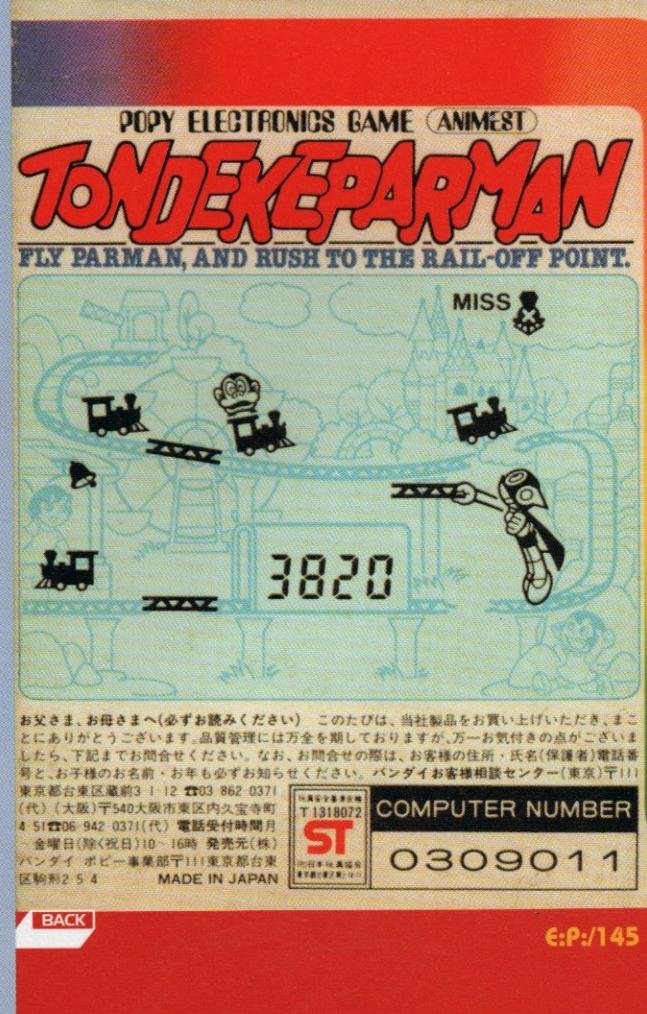
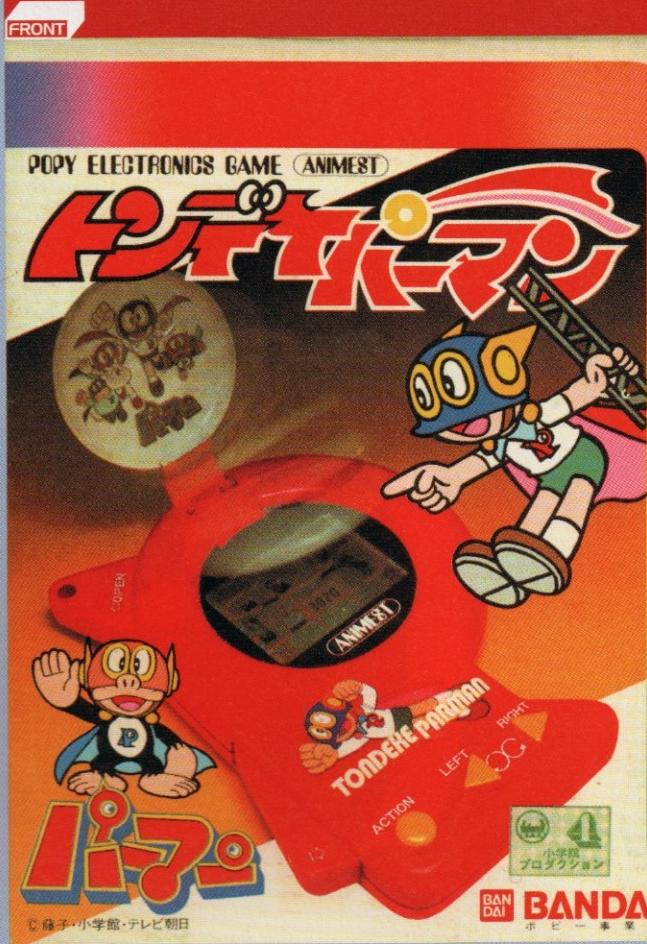
ワンタッチでレンズが飛び出すニューメカ(プッシュアップ)付。

BANDAI

POPOY ANIMEST

LCD

COMPANY: POPOY
ES: 1
R: 1984
SERIES: 2xLR44
TYPE: ACTION
DISPLAY: 50%
ALITY: 100%
S



Gakken SPEECH



|||| LCD RS ((o))

TITLE: BASEBALL
COMPANY: GAKKEN
SERIES: 1
YEAR: 1984
BATTERIES: 4xAA
GAME TYPE: SPORTS
GAMEPLAY: 75%
QUALITY: 75%
SIZE: L

M
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GAKKEN - BASEBALL 3

With KO Boxing Gakken had experimented with speech recognition. This baseball game features speech synthesis. All calls of the umpire are generated by a special chip. When the game begins, the umpire shouts «play ball!». During the game you'll hear words like «strike», «ball», «out» and «safe». Together with very realistic characters on the display, precise controls and great game music, it enables a great day on the pitch!



GRKKEN - KO BOXING

The headset surprisingly doesn't play any sounds. Its sole purpose is to keep the microphone in the right position when playing! Control your boxer with Voice Command. The actions are: HOOK, UPPER CUT, JAB, ONE TWO, DEFENCE and SWAY. It works pretty well, but with limitations of course. Response is fast enough and the different commands are recognised, as long as you speak clearly and not too fast...



FRONT

K.O. Boxing

ノックアウトボクシング
音声認識LSI搭載。ギミの声がパンチにする!



★品質保証書／取扱説明書付き

★単3乾電池4本(6V)使用別売

★ACアダプター300使用可能別売

Gakke

Gakken



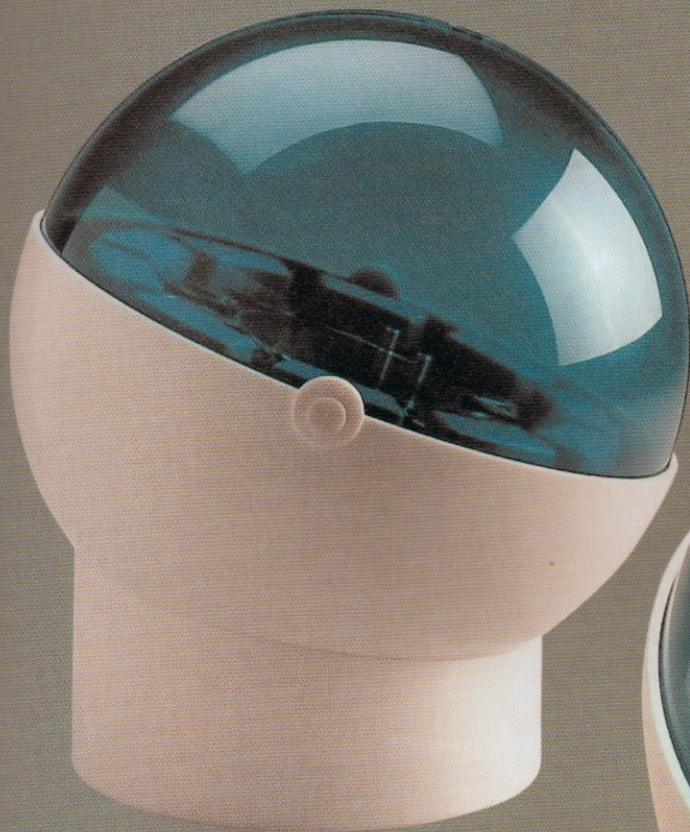
LCD



この製品は、パッケージの写真と一部変わるものもありますので、ご了承ください。

TITLE: K.O. BOXING
COMPANY: GAKKEN
SERIES: 1
YEAR: 1983
BATTERIES: 3xAA
GAME TYPE: SPORTS
GAMEPLAY: 50%
QUALITY: 75%
SIZE: M

otig





| | |
|-------------------|----------------------------|
| TITLE: | COMPUTER PERFECTION |
| COMPANY: | LAKESIDE |
| SERIES: | 1 |
| YEAR: | 1979 |
| BATTERIES: | 1x9V |
| GAMETYPE: | MEMORY |
| GAMEPLAY: | 25% |
| QUALITY: | 75% |
| SIZE: | XXL |



LAKESIDE - COMPUTER PERFECTION

Flipping back the blue transparent dome switches the game on. You are greeted by an electronic fanfare tune and flashing lights. There are 3 types of memory games. Bizarre geometric symbols for each button. Overall an extravagant styling. Please look at the photo of this really happy family on the box!

BANDAI - TC-7 AIR TRAFFIC CONTROL

A strange game made by Bandai for an older audience. With a really nice design this machine shows the radar image of an airport Flight Control. The LEDs are landing and starting planes. Aim, of course, is to manage all flights without collisions! It's not much action, but that is obvious with flight-simulators. Nicely coloured membrane keyboard gives the machine an appealing semi-professional look.

MILTON BRADLEY - LIGHTFIGHT

This game offers 5 game variations which demand «split-second response from lightning-fast fingers!» In different situations, you must push 2 buttons that correspond with the position of the target light. The games have funny titles like: Night Fight, Rite Site, Quite Brite and Right Light. The extravagant styling makes it a great example for the early 80ies.

KENNER - STAR WARS LASER BATTLE

Kenner had a small line-up of games, including these two, based on the famous Star Wars movies. Two players must fire missiles at each other. With each hit, a LED lights up. First one to reach the Death Star wins! Some nice sound effects, including the Star Wars theme, of course.

FRONT

THE ELECTRONIC GAME!

COMPUTER PERFECTION™



4 Unique ELECTRONIC Games
COMPUTERIZED SHOW of SOUNDS and LIGHTS



Lakeside

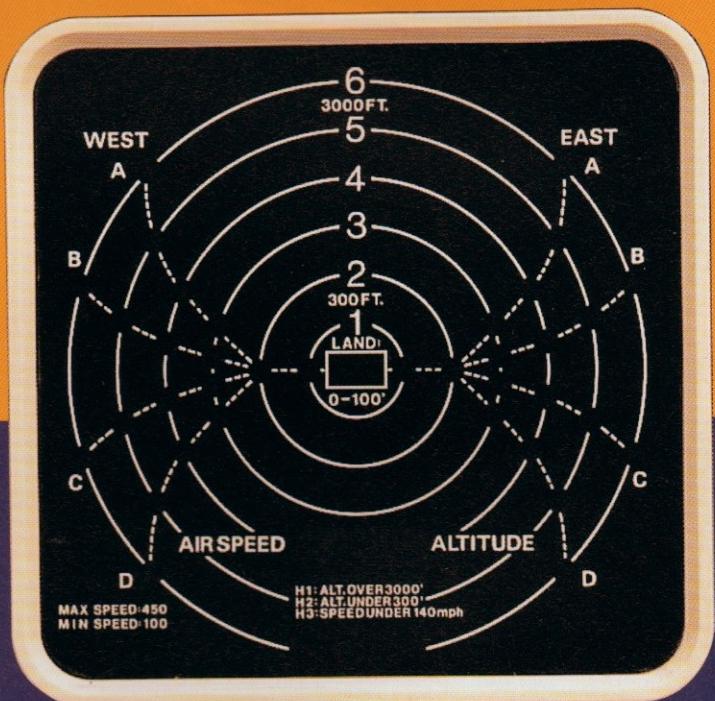
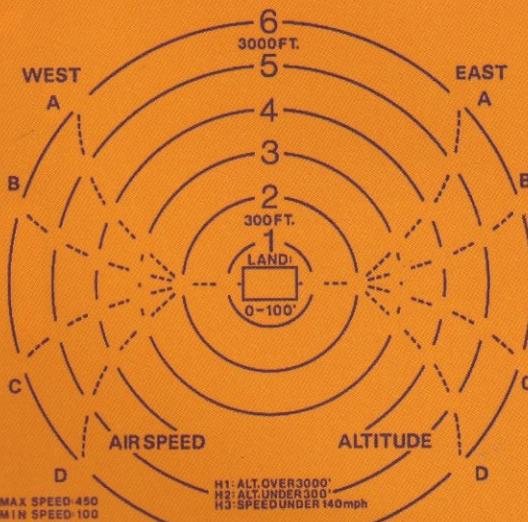
**BANDAI
TRONICS
ARCADE**
Challenge and Thrills
Traffic Control Center



...e of four skill levels.
the number of
ing and taking off!

AIR TRAFFIC CONTROL

FRONT



TITLE: AIR TRAFFIC CONTROL
COMPANY: BANDAI
SERIES: 1
YEAR: 1980
BATTERIES: 6xAA
GAMETYPE: SIMULATION
GAMEPLAY: 0%
QUALITY: 50%
SIZE: XL



SIDE

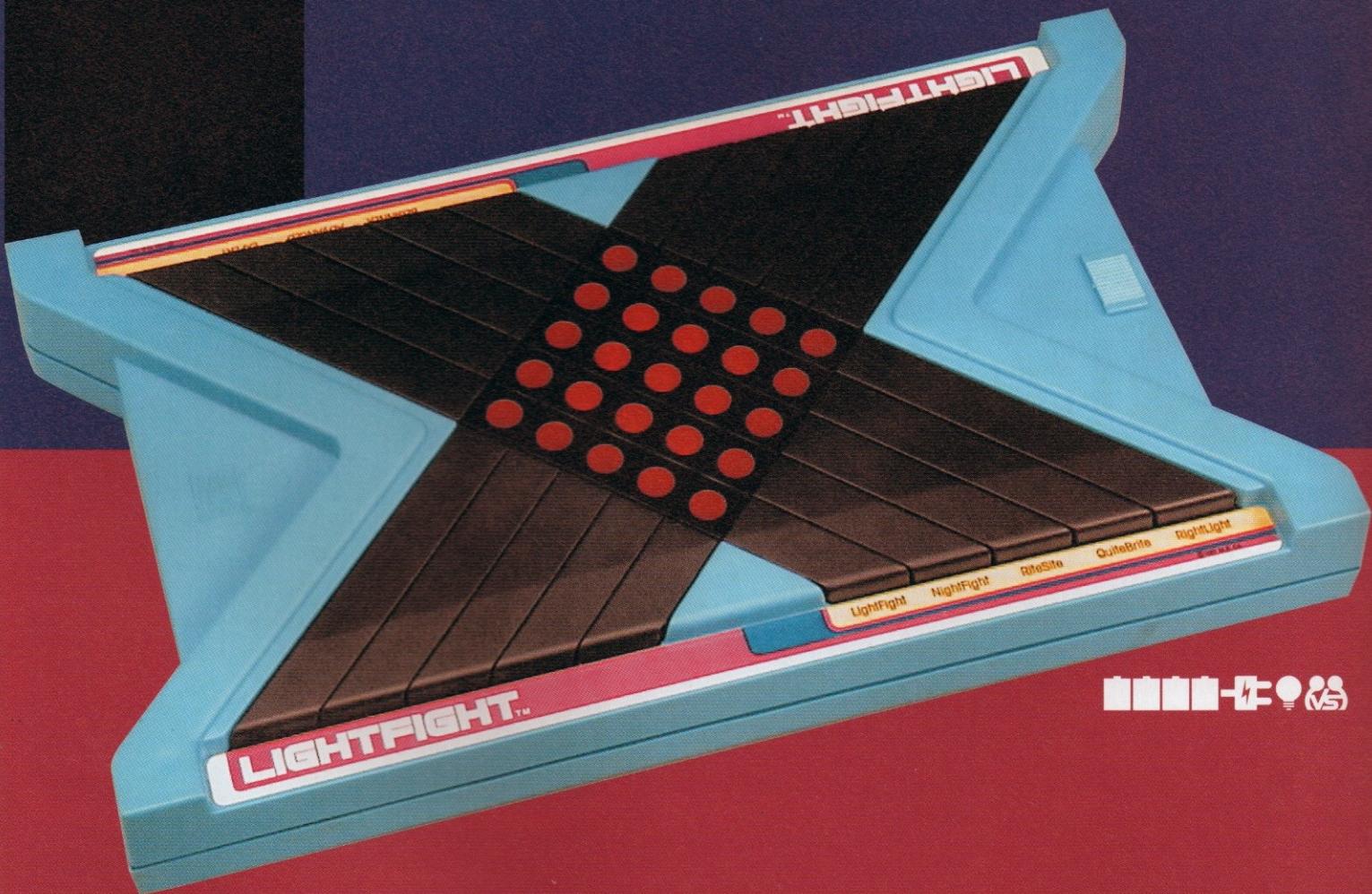
Get set to see who has the fastest reaction speed...
Wait for the get ready and random go signals!

You won that round and your L.E.D. light flashes ahead
one point! The game sounds off too!

You're behind... Try and push
before he reaches

TITLE: LIGHTFIGHT
COMPANY: MILTON BRADLEY
SERIES: 1
YEAR: 1981
BATTERIES: 4xD
GAMETYPE: ACTION
GAMEPLAY: 25%
QUALITY: 50%
SIZE: XXL

MB



SIDE

ELECTRONIC

LIGHTFIGHT™

THE GAMES OF DUELING LIGHTS

1981 by Milton Bradley Co. under Berne & Universal Copyright Conventions.



4144

STAR WARS™

ELECTRONIC LASER BATTLE GAME

A game of strategy and timing for two players

No. 40090

PRICE



Kenner®

© TWENTIETH CENTURY-FOX FILM CORPORATION

© TWENTIETH CENTURY-FOX FILM CORPORATION ©GENERAL MILLS FUN GROUP, INC. 1977 KENNER PRODUCTS, Cincinnati, Ohio 45202



FRONT



SIDE



Kenner

E:P/155

TITLE: LASER BATTLE
COMPANY: KENNER
SERIES: 2
YEAR: 1978
BATTERIES: 1x9V
GAMETYPE: ACTION
GAMEPLAY: 0%
QUALITY: 50%
SIZE: XXL



COMPUTER CARS, TRUCKS AND BOATS

Here are 3 examples of how toy manufacturers tried to visualize the hip future in their products at the end of the 1960ies. Battery-operated vehicles, that could travel along various pre-planned routes! Amaze-A-Matics and the Computer Boat used plastic programmed cards or discs. You could also make your own patterns by cutting special blank cards or discs. The Computer Truck had direction blocks that could be placed in any order, and would be played in sequence.

Hasbro **AMAZE-A-MATICS™**
The Fantastic Car with a Brain

Chrysler Charger III

• YOU PROGRAM THE CAR • YOU DECIDE THE ACTION

- Plan the program • Insert the card • Watch the Amaze-A-Matics™ perform
- Make it go around corners • under the furniture • and come right back to you.
- Set contains: Amaze-A-Matics Car • Pylons • Pre-programmed cards • Blank program cards • Instructions

5800 © 1969 HASBRO INDUSTRIES, INC., 1027 NEWPORT AVE., PAWTUCKET, R.I. 02862, U.S.A.

ILLUSTRATION #4

LE MANS

INSERT TO THIS LINE

ILLUSTRATION #5

FRONT

START
STOP
REVERSE

| | |
|-------------------|----------------|
| TITLE: | AMAZE-A-MATICS |
| COMPANY: | HASBRO |
| SERIES: | 4 |
| YEAR: | 1969 |
| BATTERIES: | 2xAA |
| GAMETYPE: | TOY |
| GAMEPLAY: | 50% |
| QUALITY: | 100% |
| SIZE: | XL |

Hasbro

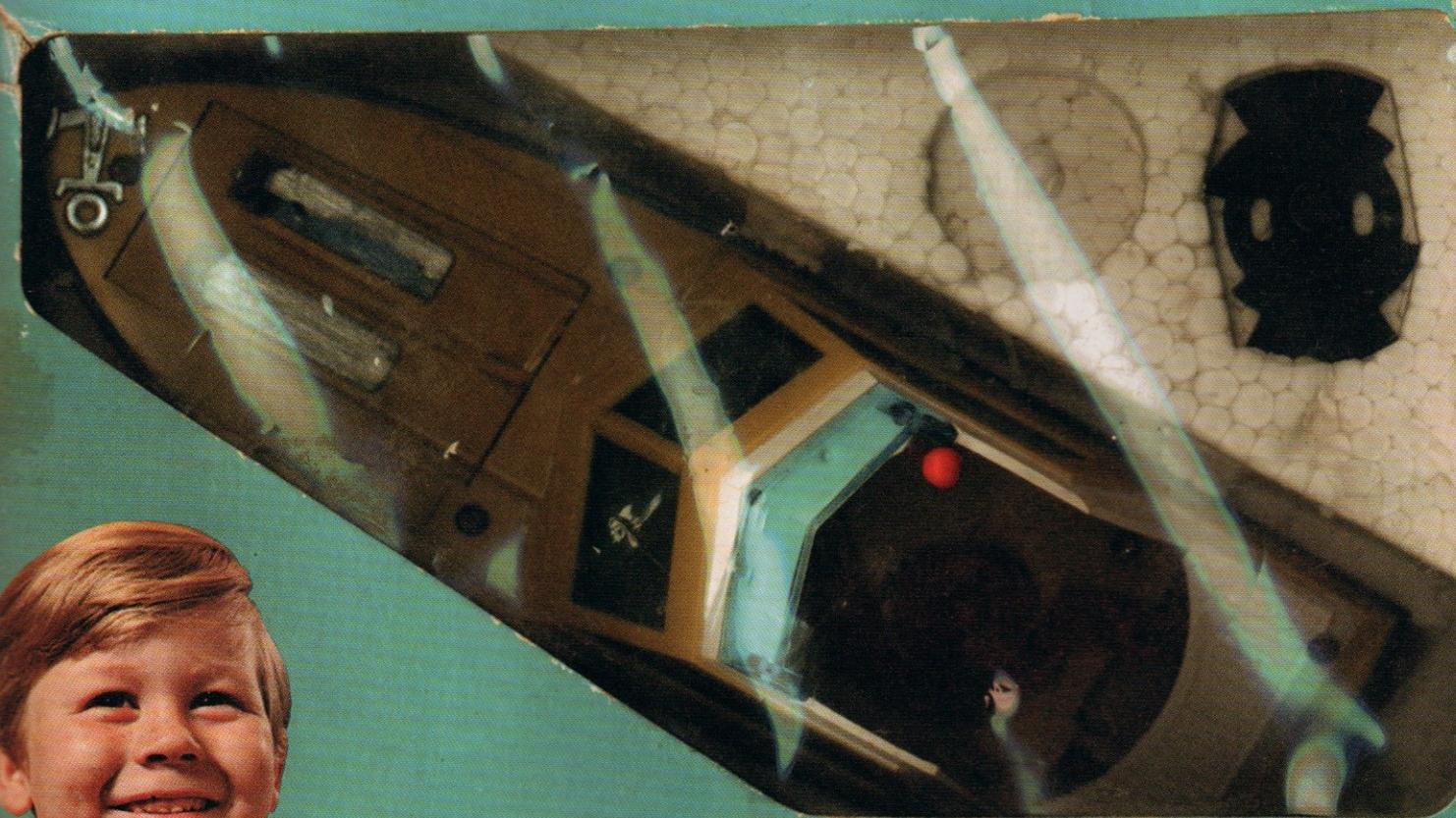




TITLE: COMPUTER BOAT
COMPANY: BANDAI
SERIES: 1
YEAR: 1969
BATTERIES: 2xAAA
GAMETYPE: TOY
GAMEPLAY: 25%
QUALITY: 50%
SIZE: XL

BATTERY OPERATED

THE FANTASTIC BOAT WITH A BRAIN



Bandai COMPUTER BOAT

CONTENTS: COMPUTER-BOAT. PRE-PLANNED PLASTIC CARD (4).
BLANK CARDBOARD CARDS (5). USES 2 UM-3 (PEN-LIGHT)
BATTERIES. (BATTERIES NOT INCLUDED)
INSTRUCTION BOOKLET.



MADE IN JAPAN

FRONT

ELDON
Just for the fun of it.



BATTERY OPERATED

Computer Truck

YOU PROGRAM THE ROUTE! RIGHT TURN, LEFT TURN, REVERSE, STOP, GO—ALL AUTOMATICALLY!

Pre-plan its course
with Directional Blocks!
Away it goes! Right turn,
left turn, reverse, stop,
go—all automatically!

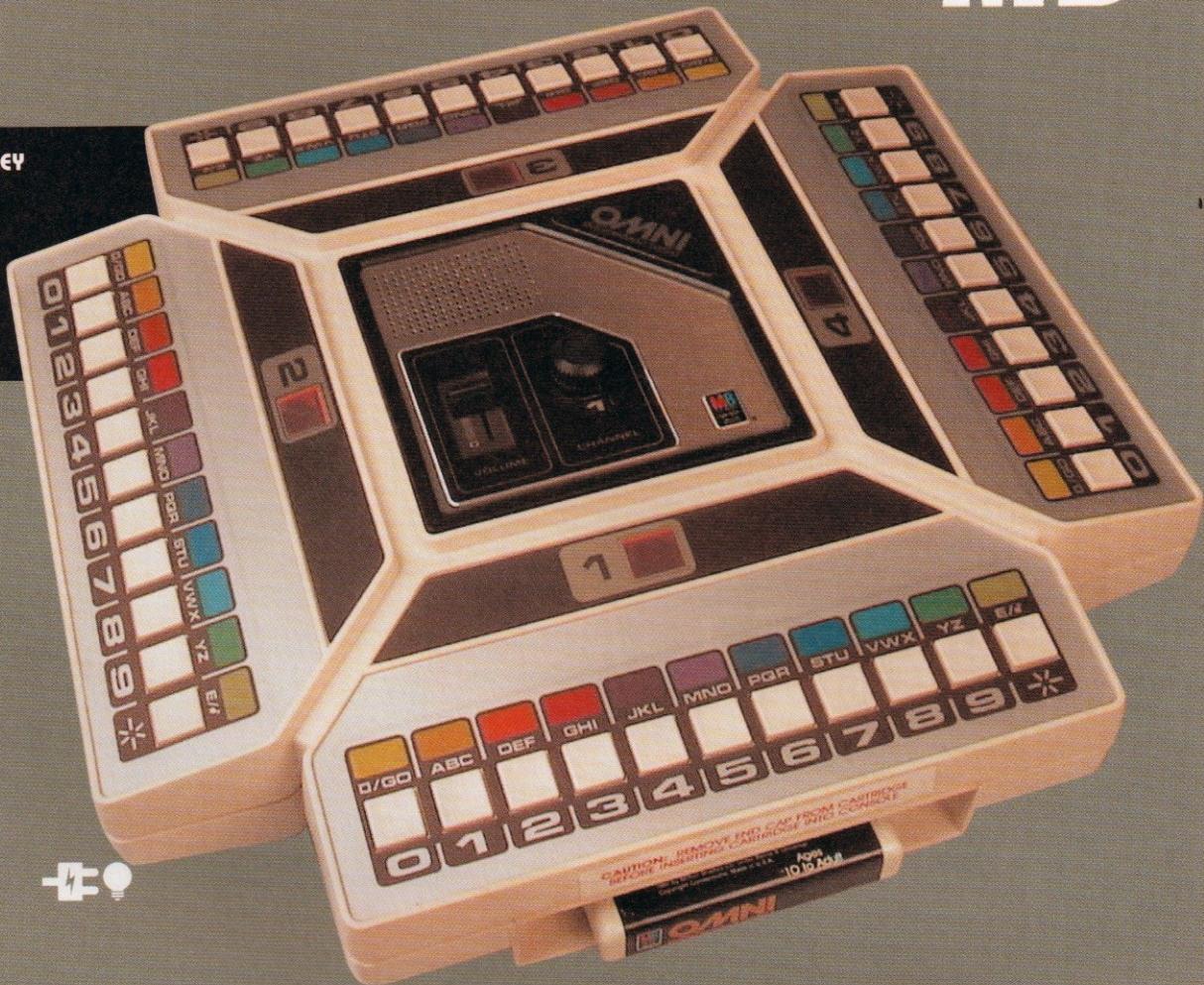


| | |
|------------|----------------|
| TITLE: | COMPUTER TRUCK |
| COMPANY: | ELDON |
| SERIES: | 1 |
| YEAR: | 1968 |
| BATTERIES: | 4xC |
| GAMETYPE: | TOY |
| GAMEPLAY: | 50% |
| QUALITY: | 100% |
| SIZE: | XXL |



MB

TITLE: OMNI
COMPANY: MILTON BRADLEY
SERIES: 1
YEAR: 1978
BATTERIES: -
GAMETYPE: QUIZ
GAMEPLAY: 50%
QUALITY: 75%
SIZE: XXL



OMNI



MILTON BRADLEY - OMNI

In a time where companies like Atari were already selling cartridge-based videogame systems, Milton Bradley brought this huge machine into living rooms. Famous voices ask questions that are prerecorded on 8-track cartridges in gameshow-style. After each question, the tape stops, and each player types in their answer. The computer checks the answers and keeps the score. This impressive piece of hardware offers some great home entertainment!

OVERVIEW

Nintendo

GAME & WATCH

from left to right-top to bottom:
SILVER: AC-01 Ball 04.80 / FL-02 Flagman 06.80 / MT-03 Vermin 07.80 / RC-04 Fire 07.80 / IP-05 Judge 10.80
GOLD: MH-06 Manhole 29.01.81 / CN-07 Helmet 21.02.81 / LN-08 Lion 29.04.81 **WIDE SCREEN:**
PR-21 Parachute 06.81 / OC-22 Octopus 07.81 / PP-23 Popeye 08.81 / FP-24 Chef 09.81 / MC-25 Mickey Mouse 10.81 / EG-26 Egg 10.81 / FR-27 Fire 12.81 / TL-28 Turtle Bridge 02.82 / ID-29 Fire Attack
SP-30 Snoopy Tennis 04.82 **MULTI SCREEN:** OP-51 Oil Panic 05.82 / DK-52 Donkey Kong 06.82 / DM-53 Mickey & Donald 11.82 / GH-54 Greenhouse 12.82 / JR-55 Donkey Kong 2 03.83 / MW-56
03.82 / LP-57 Rainshower 08.83 / TC-58 Lifeboat 10.83 / PB-59 Pinball 12.83 / BJ-60 BlackJack 02.85 / MG-61 Squish 04.86 / BD-62 Bombsweeper 06.87 / JB-63 Safebuster 01.88 / MV-64
Mario Bros. 03.83 / DR-106 Climber 03.88 / BF-107 Balloon Fight 03.88 / MJ-108 Mario the Juggler 10.91 **MICRO VS.:** BX-301 Boxing 07.84 / AK-302 Donkey Kong 08.83 / NH-103 Manhole 08.83 / TF-104 Tropical Fish 07.85 / YM-105 Super Mario
Goldcliff 10.88 / ZL-65 **Zelda** 08.89 **NEW WIDE SCREEN:** DJ-101 Donkey Kong Jr. 10.82 / ML-102 Mario's Cement Factory 06.83 / NH-103 Manhole 08.83 / AK-104 Tropical Fish 07.85 / YM-105 Super Mario
CRYSTAL SCREEN: YM-801 Super Mario Bros. 06.86 / DR-802 Climber 07.86 / BF-803 Balloon Fight 11.86 / (Panorama) SM-97 Snoopy 08.83 / PG-92 Popeye 08.83 / CJ-93 Donkey Kong Jr. 10.83 / PB-94
Mario's Bombs Away 11.83 / DC-95 Mickey Mouse 02.84 / MK-96 Donkey Kong Circus 09.84 **TABLETOP:** CJ-71 Donkey Kong Jr. 04.83 / CM-72 Mario's Cement Factory 04.83 / SM-73 Snoopy 07.83 /
PG-74 Popeye 08.83 **SUPER COLOR:** BU-201 Spitball Sparky 02.84 / UD-202 Crabgrab 02.84



OVERVIEW



from left to right-top to bottom:

Monkey Business / Circuit Champion / Crazy Crows / Cross Highway / Ottosei Land / Daijishin / Zaxxon / Floppy Jump 3in1 / U Boat / Shark Island / Heaven & Hell / Airport Panic / Terror House / Amazone / Frankenstein / Las Vegas / Dash Kappel / Superboy / Beauty Salon / Wrestling / Cake Shop / Kinnikuman 2 / Kinnikuman / Burgertime / Pengo / Frisky Tom / Digi Casse B / Inspector Gadget / Penguin Land / Space Centurion Gundam / Pro Soccer / Quiz Omoshiro Seminar / Head Chaser / Miracle Baseball / Tondeke Parman / Ultraseven / Tectron Omoroshi Baby / Wracing / Hyper Olympic Running Type / Hyper Olympic Throwing Type / Hyper Olympic Challenge 5 / Tutankham / Pengo / Burgertime / Dokodemo Dorayaki Doraemon / Kiteyo Parman / Ultraman / Battle Beam / Grand Prix Champion / Blockout / Galaxian / Hokuto Vs Nanto / Space Guardian Gundam / Frisky Tom / Changeman / Packri Monster / Crazy Climber / U Boat / Vampire / Zackman / Basketball / Football / Hulk / Champion Racer / Missile Invader / Super Galaxy Invader / Gunfighter / Subattack / Space Chaser / TC-7 Air Traffic Control / Pair Match.



OVERVIEW



from left to right-top to bottom:

3-D Escape / 1000 Mazes / 3-D Grand Prix / Spiders / Stargate / Super Cobra / Turtles / PacMan2 / Defender / Space Invader2 / Galaxian2 / Alien Invader2 / Space Invader2 / Space Invader / Space Invader / Blast It / Raise The Devil Pinball / Baseball / Football3 / Football4 / Hockey / Soccer / Space Battle / Gin Rummy & Black Jack / Poker.



OVERVIEW



from left to right-top to bottom:

King Kong Jungle / King Kong New York / Richman / Woodman / Epoch Man / Monster Panic / Oil Gang / Pinguin / Krazy Kong / Big Maze / BMX Racing / Jack And The Beanstalk / Penguin Restaurant / Game Pocket Computer / Block / Invader From Space / Baseball / Football / Soccer / Galaxy II / Dracula / Crazy Monster / Fights Of The Titan / Astro Command / Firefox F7 / Star Force.



OVERVIEW

TOMY

from left to right-top to bottom:
 Speedway / Ideon / Space Quartz / Orange Express / Goropikadon / Mr. Gol / Monster Burger / Wheelie Crosser / Bombman / Kingman / Kingman / Puck Man / Alien Chase / Caveman / Scramble / Tron / Stereo Skyfighters / Planet Zeon / Thundering Turbo / Shark Attack / Break-In / Break Up / Cosmic Combat / Digital Derby / Tennis / Soccer / Volleyball.



OVERVIEW

Gakken

from left to right-top to bottom:
 Towering Rescue / Trojan Horse / Fishing / Jumping Boy / Donkey Angler / Search Light / Pinball / Soccer / Tom & Jerry Popper / Tom & Jerry Prank / Moon Patrol / Antarctica / Gunfighter / IndyChampion / Baseball 3 / KO Boxing / Galaxy Invader / Invader 2000 / Jet Fighter / Heiankyo Alien / Amidar / Jungler / Fitter / Paint Roller / Puckmonster.



OVERVIEW

COLECO

from left to right-top to bottom:
Pac-Man / Donkey Kong / Frogger / Galaxian / Zaxxon / Alien Attack / Basketball / Total Control 4 / Baseball / Zap.



OVERVIEW

CASIO

from left to right-top to bottom:
Money & Bomb / Funky Pierrot / Fire Panic / Circus Kong / Astro Zone / Dandy Cowboy / Mogland / Watercoaster / Shuttle Bomber / Motorboat Race / Auto Race / Cosmo Fighter / Astro Chicken / Turbo Drive.



OVERVIEW

CBM&TRONICA

from left to right-top to bottom:
CBM: Camerot / Cave Man/ Time Warp / Treasure Island / Runaway / Submarine / King Kong / Cat & Mouse.
TRONICA: Goalkeeper / Space Rescue / Spider / Air Revenger / Brave Fireman / Clever Chicken / Space Revenger / Squirrel & Monkey.



from left to right on bottom:
ATRAHOP: Patrol / Rodeo. **CAPRICO:** Foto Bowling. **CASTLE:** Einstein. **CRESTA:** Jungle Kong / Pink Panther. **GOURITH:** Lucky Pucky. **HANZAUER:** Cosmic Twinvader / Twinvader 3 / Twinvader 2. **KENNER:** Battle Command / Laser Battle. **LAKESIDE:** Computer Perfection. **MARSHAL:** Kitchen / Pipeline. **MATSUMI:** Apple / Car Race / Submarine. **MORIONI:** Gachon Kaz Kozai / Dr. Slump. **PARKER BROTHERS:** Merlin / Seal / Smith Second / Q-Bert. **POPPY:** Dr. Slump / Ncha Bycha / Dr. Stump. **Q-BERT:** Gachon Kaz Kozai / Dr. Slump. **SELCHOW & SIEMAG:** Auto Station / Space Attack / Wolt & Hare. **SELEKTRONIK:** Astro Vader. **TECHNOMIR:** Fighting Climber / Flying Knee Drop / Flying Coaster / Flying Gun / Psycho Gun / Psychogun / Professional. **ROS:** Crazy Coaster / Flying Gun / Psycho Gun / Professional. **TAKATORI:** Banana Boat / Hamburger Boy. **THIRAI:** Tom's Adventure. **TRIBAR:** Nursey / Tom's Adventure. **TSURU:** Doremi touch / Sunwing. **UNKNOUN:** Dracula / Great Escape. **VENOM:** House Fighter. **YONEZAWA:** Surfer. **ZARCON:** Monkey Kingdom / Tarzan / Monkey Jump. **VENO:** Pico Screen / Monkey Jump.



bambino



OVERVIEW

bambino

from left to right-top to bottom:
 Superstar Football / Football Classic / Dribble Away Basketball / Space Laser Fight / Knock'em Out Boxing / Knock'em Out Boxing / Soccer Kick The Goal / Lucky Puck Ice Hockey / UFO Master Blaster / Safari / Race'N'Chase.



Bambino is interesting as a company for 2 reasons: their characteristic designs and their short production period.

They released a total of only 11 games in just two seasons of selling electronic toys. Still three games seem to have never made it. They only show up on a 1979 price list: Baseball, Blackjack and Horse Racing. On the 1980's list they no longer appear. The pictures of these games give an impression of how they would have looked like. Interestingly the baseball game would have had a LCD display, whereas every other game used VFD screens.

Another picture taken from the 1979 dealer catalog shows Race'N'Chase's initial design. After a complete redesign, Bambino released this a year later as their last game.

The first game was UFO Master Blaster, a simple Space Invaders game. Bambino adopted VFD technology very early to replace LEDs. Now the sprites were made of pre-shaped fluorescent bulbs, and game figures could have much higher detail.

These displays weren't very big and Bambino compensated this with large and extravagant case designs. And all games share the typical strong curves and «thick» plastic.



| SALES ORDER FORM | | | | | |
|-------------------------------------|---|-------------|------------|-------------|--------|
| bambino™ | | | | | |
| | | DATE | | | |
| | | | | | |
| SHIP TO: | | | | | |
| NAME: | | | | | |
| ADDRESS: | | | | | |
| STATE: | ZIP: | STATE: | ZIP: | | |
| ITEM NUMBER | SALESMAN | TERMS | SHIP DATE | | |
| | | DESCRIPTION | QTY / PACK | UNIT PRICE | AMOUNT |
| HAND HELD VIDEO GAMES | | | | | |
| ✓ ST 0201 | UPD MASTER BLASTER STATION™ | 12 | \$29.95 | | |
| ✓ ST 0201 | FOOTBALL | 12 | 24.95 | | |
| ✓ LT 0301 | BASKETBALL | 12 | 24.95 | | |
| FT 0201 | ELECTRONIC BASKETBALL | 12 | 24.95 | | |
| ✓ LT 0301 | BOXING | 12 | 24.95 | | |
| ✓ ET 0301 | POLICE CAR CHASE | 12 | 24.95 | | |
| ET 0301 | ICE HOCKEY | 12 | 24.95 | | |
| ✓ ET 0301 | HORSE RACING | 12 | 27.95 | | |
| ET 1001 | SOCCEER | 12 | 24.95 | | |
| ✓ PT 1001 | SAFARI | 12 | 24.95 | | |
| ✓ ST 1001 | SPACE GUN FIGHT | 12 | 24.95 | | |
| ET 1001 | BLACKJACK | 12 | 27.95 | | |
| ELectronic organs and pianos | | | | | |
| EV 2 | CLASSIC TONES™ ELECTRONIC ORGAN | 6 | \$19.95 | | |
| EV 4 TC | CLASSIC TONES™ DELUXE ORGAN | 6 | 24.95 | | |
| EV 4 J | CLASSIC TONES™ DELUXE ORGAN W/STICKY KEYBOARD | 6 | 21.95 | | |
| EV 5 TS | TRIMTOUCH™ ORGAN WITH MICROPHONE | 6 | 29.95 | | |
| EV 6 | TRIMTOUCH™ ELECTRONIC PIANO | 6 | 39.95 | | |
| EV 7 | TRIMTOUCH™ ELECTRONIC PIANO WITH MICROPHONE | 6 | 249.00 | | |
| BUKU-BUKU™ WATER TOYS | | | | | |
| LBB 001 | BUKU-BUKU™ | 36 | \$ 1.95 | | |
| LBB 002 | YELLOW PIN | 36 | 1.99 | | |
| LBB 003 | SHARK | 36 | 1.99 | | |
| REMARKS P.P. | | | | TOTAL ORDER | |

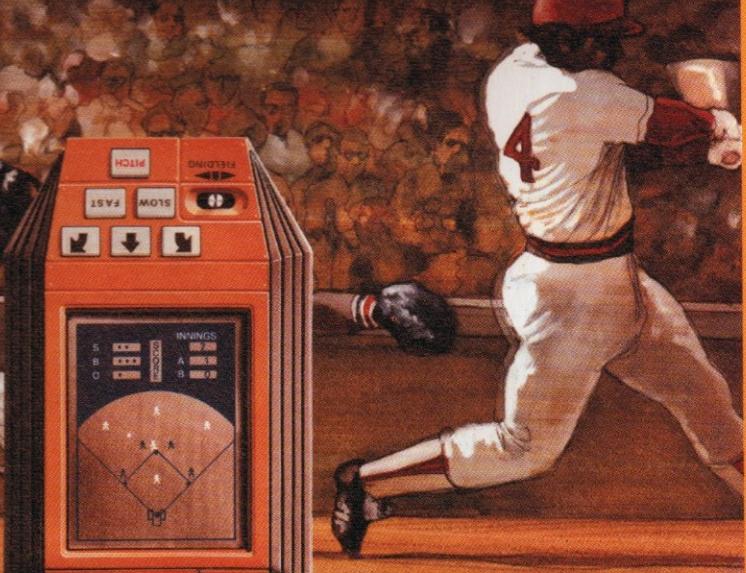
Black-jack



BAMBINO's BLACKJACK Game has the world's smallest graphic color display with revolutionary computer-game functions.

Hand held color video game

Baseball



BAMBINO's BASEBALL Game has the world's smallest liquid crystal display with revolutionary computer-game functions.

Hand held color video game

bambino™

ENTEX ADVENTURE VISION

Definitely the most sophisticated and extravagant tabletop is Entex' Adventure Vision system. Its revolutionary feature is the built-in display: 6000 dots are generated by a row of 40 LEDs, and then placed on a 150 x 40 screen grid by a spinning mirror! This was a giant step in improving screen-resolutions of computer games. But because of the slow refresh-rate of the display, the dotted red image «dances» on the screen. A real speaker supplied excellent sound output. Four games were available on very small cartridges. The cartridge-based concept, its integrated display, and of course, its large size, makes this system comparable to MB's Vectrex. Both games were introduced in 1983, revolutionizing home video game standards, the year the market collapsed. Both products were taken from the market after only one year in the shops.



ARCADE

ADVENTURE VISION™

ADVENTURE VISION

**NOTV
REQUIRED!**

DEFENDER
CARTIDGE INCLUDED!

Additional cartridges available from your dealer.

- Authentic game play
- Multi-skill levels
- High speed action
- Jack for some mini head sets included
- Full fidelity speaker sound
- Joy stick control
- One or two player action
- The most realistic display system since TV

Uses four "D" batteries not included

Ages 6 to adult

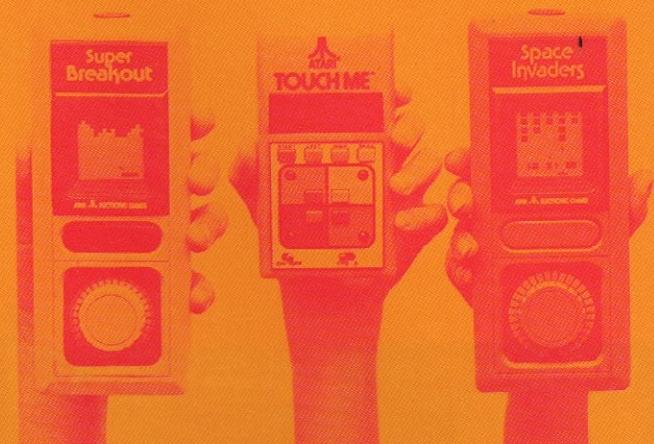
* Trademark owned and licensed by Williams Electronics, Inc., Chicago, Illinois.

No. 6075

ATARI COSMOS

Atari engineers worked on the development of the Cosmos for almost 3 years. Cartridge based system with two holographic images on each game. This green, three-dimensional backdrop was superimposed over an array of red LED game figures. At key moments the first scenery could be switched to the second. The line of games included classics like Asteroids and Space Invaders. Unfortunately, the product was never released. The holographic handheld was a result of Atari's leading role in the development of holograms. In 1979 they knew how to mass-produce holograms, and the Cosmos was the first game-product to profit from this.

Atari also managed to never release these two handhelds: Super Breakout & Blockbuster. Both with an LCD screen and dial-control, similar to the Microvision.



ATARI INTRODUCES HOLOGRAPHY. THE NEWEST DIMENSION IN ELECTRONIC ENTERTAINMENT.

For years Atari has been working with laser technology so that someday the sheer visual excitement of holography could be combined with the addictive fun of electronic games.

Someday has arrived.

In the form of Cosmos. Atari's revolutionary tabletop computer game. Cosmos combines the fun of three dimensional Holographic™ images, superb LED game play and the most innovative and exciting cartridges ever produced in this category.

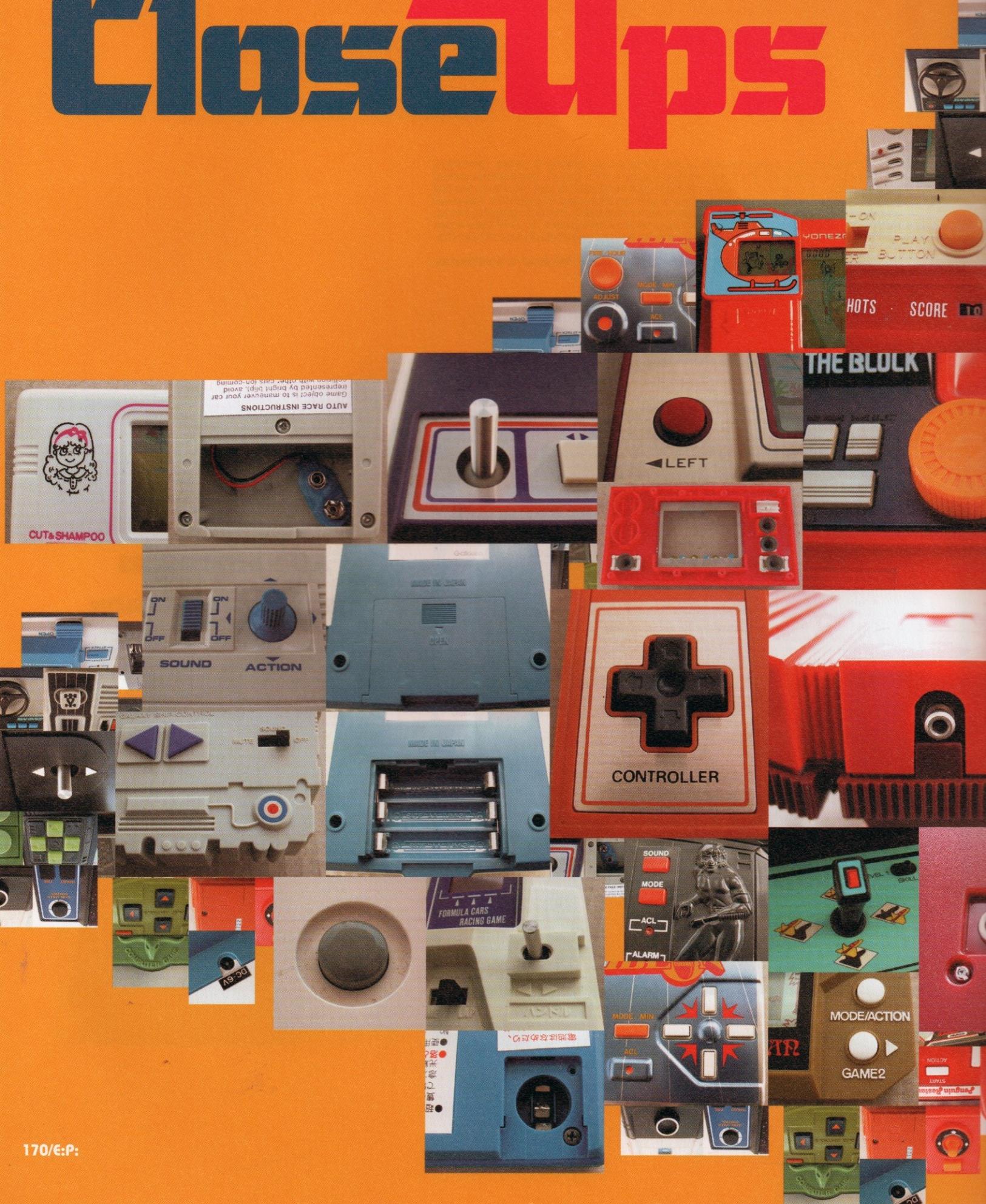
Cosmos is portable, runs on electricity instead of eating batteries and is fun for everybody.

Because Cosmos is programmable it can handle a wide variety of cartridges. Right now you can play Space Invaders, Asteroids™, Dodge 'Em, Football, Outlaw™, Basketball, Road Runner™, Sea Battle and Superman™.

It's easy to see that Atari has added a whole new dimension to electronic computer games.



Closeups





BITS, BLEEPS & BUNTES PLASTIK

Keine Frage: Es war die Zukunft, die man in Händen hielt. Etwas, das bleiben, einen nie wieder loslassen würde. Tragbare Computerspiele nämlich, die man überall hin mitnehmen konnte. Bunt, leicht, in futuristischen Gehäusen daherkommend, wie Requisiten aus Raumschiff Enterprise oder Mondbasis Alpha 1. Wenn man sie anschaltete, erwachten sie auf magische Weise zu Leben, machten roboterhafte Geräusche und blinkten in allen Farben. Electronic plastic.

Der Triumph der Aufklärung, nie war er faßbarer im Alltag als in den kleinen elektronischen Wundergeräten, die in den Siebziger allenthalben auftauchten: die Fernbedienung machte das Zappeln zwischen drei Fernsehkanälen zum komfortablen Vergnügen, der Taschenrechner erlöste uns von der Qual des Kopfrechnens und die digitale Armbanduhr zeigte mit untrüglicher Verlässlichkeit sowohl Zeit wie Datum an und eignete sich zudem noch als Stoppuhr. All diese Dinge hatten einen praktischen Zweck, sie sollten dem modernen Menschen Zeit und Mühe sparen. Die kleinen Computerspiele hingegen waren das Gegenteil. Sie verschwendeten die kostbare Zeit, die man nach Meinung der Eltern besser mit Hausaufgaben verbringen sollte. Es waren magische Apparate, die ein Ausklinken aus der Wirklichkeit erlaubten, ein Abschotten aus der Welt der Erwachsenen.

Eines konnten die besorgten Erziehungsberechtigten freilich kaum ahnen: die elektronischen Spiele waren die beste Vorbereitung auf die Zukunft, die sich denken ließ. Sie standen am Anfang der langen Reihe portabler Elektronikgeräte, die uns heute etwa in Form von Handys, Laptops oder MP3-Playern überall umgeben. Doch das ist nicht das Entscheidende. Indem das Spielzeug plötzlich elektronisch war, lernte man eine neue Form der Kommunikation – nämlich mit dem Microchip. Spielend übten wir uns ein in die Bedienung der Chip gesteuerten Geräte, die zum Alltag des 21. Jahrhunderts gehören, vom Kontoauszugsdrucker über Mikrowelle und Videorecorder bis zum iMac mit ISDN-Anschluß.

Der Hype um Cyberspace und Internet ist nicht wenigen der heute 25-35 Jährigen gleichgültig. Angst vor der Herrschaft der Elektronenhirne haben wir jedenfalls keine. Warum auch? Nicht nur die Architekten der Informationsgesellschaft, also die Programmierer, Webdesigner und Börsenhändler des Neuen Markts, sondern unsere ganze Generation ist aufgewachsen mit Space Invaders, Pac Man, Defender, Frogger, Donkey Kong. Und wir sind alt geworden mit ihnen. Dreißig Prozent aller Videospieler sind älter als 36 Jahre. Der Markt für Videospiele bewegt sich längst schon im Bereich zweistelliger Milliardenbeträge und hat Kino und Video-verleih weit überholt. Nur für Musik wird mehr Geld ausgegeben.

Alles begann im Jahr 1972 mit Pong. Die Idee hätte nicht simpler sein können: zwei Balken auf jeder Seite, zwischen denen ein quadratischer Ball hin- und herläuft, den man nicht verfehlten durfte. Der Erfinder des Spiels war ein Kalifornier namens Nolan Bushnell. Den ersten Pong-Automaten bastelte er in seinem Apartment zusammen und stellte ihn in einer Poolbar um die Ecke auf. Als Bushnells neugegründete Firma Atari zu Weihnachten 1974 ein Gerät auf den Markt brachte, mit dem man diese elektronische Version von Tischtennis zu Hause auf jedem Fernseher spielen konnte, wurde er mit Bestellungen überschüttet. Der überwältigende Erfolg des Telespiels war nicht allein auf die geniale Spielidee zurückzuführen. Er beruhte wesentlich darauf, daß Pong im Fernseher als eigentliches Medium des Spiels seinen idealen Partner gefunden hatte. Videospiele ermöglichen eine neue Beziehung zum TV-Gerät, sie waren die erste Form interaktiven Fernsehens.

Ataris Telespiel wurde schnell kopiert. Andere Firmen produzierten bald Geräte, die mehrere Spielvariationen, Sound und Farbe anbieten konnten. Ab Mitte der Siebziger setzte ein solcher Boom an Pong-Klonen ein, daß schließlich eine weltweite Knappheit an den Spielchips entstand. Die Produktionsanlagen standen still, die Geschäftsregale blieben leer, unter den Weihnachtsbäumen herrschte Leere. Alle Hersteller bis auf Atari, das kurz zuvor vom Unterhaltungsmulti Warner gekauft wurde, gingen pleite. Der Markt erstickte an seinem eigenen Erfolg.

Es mag ein Zufall sein, aber genau zur Zeit der Krise der Konsolen beginnt die Geschichte der portablen Spiele. Michael Katz, Marketing Director von Mattel Toys, hatte 1976 nach einer Demonstration der neuartigen LED-Technologie die Idee, damit ein Spiel in Taschenrechnergröße herzustellen. Das Resultat war Auto Race. Dabei mußte man ein «Auto», repräsentiert von einer LED, von unten nach oben steuern, ohne mit anderen LEDs, die entgegenkommende Autos darstellten, zu kollidieren. Wie bei Pong war die geniale Einfachheit das Erfolgsrezept des Spiels: man brauchte zehn Sekunden um es zu erlernen, konnte dann aber Stunden damit zubringen. Mattel brachte noch weitere LED-Spiele auf den Markt, den großen Durchbruch aber erlebten die tragbaren Spiele erst mit der Erfindung der LCD-Displays zu Anfang der achtziger Jahre.

Besonders erfolgreich war damals die Game & Watch-Serie von Nintendo. Nomen est omen – die Geräte waren eigentlich zum Spielen gedacht, zeigten aber auch die Zeit an. Das war eine clevere Strategie. Der primäre hedonistische Sinn der Geräte wurde vom funktionalen Aspekt bemächtigt. Die Eltern glaubten, für ihre Sprößlinge etwas ernsthaftes zu kaufen. Erfolgreich war die Game & Watch-Serie auch deshalb, weil Nintendo sie kontinuierlich fortentwickelte. Sagen die Spiele zunächst aus wie Taschenrechner mit überdimensionierten Displays, so kamen bald aufklappbare Multi-Screens auf den Markt, die Mini-Laptops ähnelten. Mit Farb-Displays und ausgefallenen Gehäusen wurde der Reiz der Games schließlich noch mehr gesteigert. Trotz der Limitationen der LCD-Displays waren die Spiele spannend und abwechslungsreich. Unzählige Versionen von Donkey Kong, Mario, Mickey Mouse und Popeye sorgten dafür, daß Nintendo die Geräte millionenfach verkaufen konnte. Indem man die Spiele überall hin mitschleppen konnte, gewannen die Handhelds eine immer stärkere Präsenz in der Öffentlichkeit. Staunende Großeltern etwa konnten ihre völlig in die Spiele versunkenen Enkel beobachten und nicht selten sah man ganze Kindergruppen zusammenstehen, die die Geräte gegenseitig austauschten und ihre Erfolge lautstark kommentierten.

Michael Katz hatte mit Auto Race den Boom der Handhelds eingeleitet, verließ jedoch bald Mattel und wechselte zu Coleco, wo er sich auf die Entwicklung von maßstabsgetreuen Mini-Modellen erfolgreicher Münzspielautomaten konzentrierte. Die sogenannten Tabletops waren etwa 20 Zentimeter hoch; zu groß, als daß man sie in der Hosentasche herumtragen konnte, doch immer noch klein genug, um portabel zu sein. Ihre Gehäuse imitierten die großen Vorbilder bis in Einzelheiten. Natürlich mußten beim Gameplay gewisse Konzessionen gemacht werden, doch Tabletops wie Pac Man, Galaxian oder Q*bert kamen den Originalen erstaunlich nahe. Als Weihnachtsgeschenk von den Eltern bekommen, ersparten sie einem nicht nur unnötige Ausgaben für die Münzspiele im Strandbad oder im Hinterraum einer Kneipe, sie waren ein durchaus veritabler Ersatz für den Besuch jener von den Erwachsenen als «Spielhölle» gebrandmarkten Etablissements, in denen Verderben und finstere Dinge vermutet wurden.

Knapp eine Dekade betrug die Blütezeit der Handhelds und Tabletops, von der Mitte der Siebziger bis zur Mitte der achtziger Jahre. Die Geräte sind Dokumente einer sich in den Kinderzimmern unbemerkt vollziehenden Revolution während der Zeit vom Deutschen Herbst zum Amtsantritt Kohls, ein Präliminium der Computer- und Informationsrevolution gegen Ende des 20. Jahrhunderts. Fanden die Pong-Klone ihren Platz im Wohnzimmer, als Teil der Heim-Entertainmentgeräte neben TV und Stereo-anlage, so war die natürliche Heimat der Handhelds das Kinderzimmer. Man konnte jederzeit mit ihnen spielen, am liebsten abends unter der Bettdecke und brauchte dabei den Fernseher nicht zu blockieren, wenn die Eltern Dalli, Dalli oder Zum Blauen Bock sehen wollten. Die tragbaren Spiele hatten einen weiteren Vorteil: man konnte allein spielen. Zwar gab es auch bald Geräte für zwei Spieler, an denen man wie bei den Konsolen gegeneinander antrat. In der Regel jedoch kämpfte man gegen eine völlig neue Art von Spielpartner: den Computerchip.

Heute träumen wir vom virtuellen Cyberspace, doch früher war das unendliche Weltall die Projektionsfläche der Phantasien. Die Mondexpeditionen der NASA und Filme wie Star Wars oder Battlestar Galactica lieferten dazu das Material. Ein Spiel wie Space Invaders aber war das Mittel, unsere Phantasien in die Tat umzusetzen. Es kam 1978 auf den Markt, zunächst als Münzautomat, landete dann aber auch in unzähligen Varianten in Wohn- und Kinderzimmern. War Pong nichts anderes als die primitive Umsetzung eines Freizeitsports, so stellte Space Invaders etwas völlig anderes dar: In einer selbstmörderischen Mission galt es, mit Hilfe einer Laserkanone die Erde vor den nie enden wollenden Angriffswellen bombenwerfender Außerirdischer zu verteidigen. Das Spiel setzte Maßstäbe in jeder Hinsicht. Weltall, Laserkanonen, Raumschiffe und hemmungslose Schieß- und Zerstörungswut wurden zum festen Bestandteil nachfolgender Space-Games wie Defender, Asteroids oder Galaxian.

Space Invaders war außerdem das erste Spiel, das über eine High Score-Tabelle verfügte und den Spieler so zu immer besseren Leistungen anspornte. Sie wurde zum Standard nachfolgender Spiele, genauso wie der Umstand, daß man irrealerweise mehr als ein «Leben» hatte. In bester schamanistischer Manier war der Tod lediglich das Tor zur Wiedergeburt und das Laserraketen abfeuernde alter ego konnte dreimal zu neuem Leben erweckt werden. Hinzu kommt das vorbestimmte Schicksal der Niederlage, das unverzagte Weitkämpfern trotz der Unmöglichkeit eines Siegs – fast schon läßt sich Space Invaders als eine Einführung in das fatalistisch-pessimistische Denken der östlichen Philosophie verstehen. Klingt das übertrieben? Wie J.C. Herz feststellt, röhren Videospiele, angefangen von Space Invaders bis heute, an tiefliegende Schichten menschlicher Imagination: «Like the science fiction universe, videogames are where technology melts into the occult. This is a place where missile launchers and mojo are both legitimate weapons. All the old monsters, harpies, dragons, and divinities are excavated from their mythological sediment, sampled, looped, remixed, crossfaded, and digitally recycled».

Die Geburtsstunde der portablen Games fiel in eine Krise der Telespiele. Doch die Geschichte der Konsolen war nicht zu Ende. Ganz im Gegenteil. Atari war geschlagen, aber nicht vernichtet. 1977 erblickte das Atari VCS 2600 das Licht der Videospieldorf. Von nun an würde nichts mehr sein wie zuvor. Das Gerät wurde mit neuartigen Paddles und Joysticks als Kontroller ausgeliefert. Revolutionär aber war etwas anderes: statt über eine begrenzte Zahl einprogrammierter Spiele zu verfügen, konnte man getrennt erhältliche Spielmodule kaufen. Diese wurden zunächst von Atari, bald aber auch von anderen Firmen wie Activision hergestellt. Die Zahl neuer Module verdoppelte sich jedes Jahr. 1983 gab es bereits über 500 Spiele. Für jeden Geschmack etwas und im Grunde mehr als man je spielen konnte oder wollte. Diese Aufspaltung in Hard- und Software wurde zum Standard für alle Geräte nachfolgender Generationen und machte die Konsolen zur wichtigsten Plattform, weit vor PCs und Macs, die zusammen nur zehn Prozent des Spielmarktes für sich beanspruchen können.

Der vom VCS 2600 eingeleitete Siegeszug der Konsolen besiegelte das Ende der portablen Spiele ab Mitte der achtziger Jahre. Das war kaum erstaunlich. Die Handhelds und Tabletops konnten weder in Grafik noch Sound mit den Konsolen mithalten, deren Spiele immer komplexer wurden. Daß aber selbst einfache Spiele auf kleinen Displays großen Spaß machen können, beweist der andauernde Erfolg des Game Boys. Seit der Einführung im Jahr 1989 hat Nintendo über 60 Millionen Stück verkauft. Kein Spiel system hat sich länger auf dem Markt halten können. Zwar verfügt der Game Boy mittlerweile über ein farbiges LCD-Display, der Spielchip selbst aber ist noch immer der ursprüngliche 8-Bit-Prozessor. Gegen die Konkurrenz der 128-Bit-Konsolen kann der Game Boy bestehen, weil darauf so geniale Spiele wie Super Mario Land, Tetris oder Pokémon laufen. Nicht anders als bei den Konsolen ist die beständige Erweiterungsmöglichkeit das Erfolgsgeheimnis von Nintendos Bestseller.

Schon vor den Game Boys gab es tragbare Spiele, die auf der Basis von Modulen funktionierten. Geräte wie Milton Bradleys Microvision oder Epochs Game Pocket Computer hatten jedoch gegen die damals noch marktbeherrschenden Handhelds und Tabletops keine Chance. Wie ausgefallen

und wegweisend die Designs der tragbaren Games waren, wird gerade im Vergleich mit den frühen Telespielen deutlich. Diese trugen in ihrem an Eisenbahnträfos oder Anrufbeantworter erinnernden Funktionalismus unübersehbar den Stempel der siebziger Jahre. In ihrem altmodischen Aussehen paßten sie perfekt in die Wohnzimmer mit klobigen Eichenschränken und Fernseher mit Walnussholzfolie. Immerhin handelte es sich um eine heute kaum noch vorstellbare Zeit vor Ikea. Eine Zeit, in der die «gute Stube» den drögen Muff deutscher Spießigkeit verströmte. Bevorzugt wurde damals alles, dem durch Metallclickierung oder Edelholzimitat der Ruch des Anständigen anhaftete. Denn Metall und deutsche Eiche sind echt, edel, wertig. Plastik hingegen ist beliebig formbar, billig und Schund; ein Werkstoff für niedere Zwecke und Gegenstände wie Klobürsten. Das in allen möglichen Farben und oft bizarre Formen daherkommende Electronic Plastic war so das Gegengift zum grauen Zeitgeist der siebziger und frühen achtziger Jahre. Wie die Beispiele in diesem Buch zeigen, ist in viele der Spiele ein beeindruckendes Maß an technischer Innovation gegangen, um die Limitationen gegenüber den Konsolen wettzumachen. Das größte Handicap der Handhelds und Tabletops ist natürlich ihr Display. Epochs Dracula oder Entexs Defender etwa kompensierten diesen Nachteil durch farbige VFD-Technik. Ein Vacuum Fluorescent Display unterschiedet sich von LCD dadurch, daß es selber Licht generiert und man daher im Dunklen damit spielen konnte. Colecos Zaxxon versuchte durch zwei Displays einen 3D-Effekt zu erzeugen und VTIs Rabbit Hop gab sich gar erst mit drei Displays zufrieden, auf denen sich das Spiel in seinen unterschiedlichen Levels verteilt. Casio befreite durch seine mit Solarstrom angetriebenen Geräte die Spiele von ihrer Abhängigkeit von Batterien, während Gakkens Sportsimulationen KO Boxing und Baseball 3 mehr oder weniger erfolgreich mit Spracherkennung, bzw. -synthese experimentierten. Die Zukunftsvisionen der Science-Fiction-Filme von sprechenden Computern und selbstlaufenden Wundergeräten, in unseren Kinderzimmern sind sie konkrete Realität geworden.

Die Handhelds und Tabletops waren im Grunde Unikate. Für jedes Spiel wurde ein spezieller Chip entworfen, die Displays waren eigens hergestellte Sonderfertigungen, die Gehäuse passend zum Thema des Spiels design. Diese perfekte Symbiose war die große Stärke der portablen Games gegenüber den Konsolen. Sie erwies sich aber auch als Nachteil. Denn sobald man die Lust verlor, wurde das ganze Gerät als wertlos ausrangiert. Daß die Spiele heute nicht dem Vergessen anheim gefallen sind, haben wir einem Enthusiasten wie Jaro Gielens zu verdanken, der sie aus dunklen Dachkammern und anderen Verließen rettete, wo sie die neunziger Jahre verstaubend vor sich hindämmerten. Zwar gibt es im Internet zahlreiche Newsgroups und Websites, in denen Retrogames-Fans alte Konsolen und Spielmodule tauschen und verkaufen, für die Handhelds und Tabletops aber interessiert sich kaum jemand. Dabei ist es gerade die zündende Kombination von innovativer Technik und extravaganter Ästhetik, die aus Electronic Plastic ideales Sammelmaterial macht.

Dazu gehört im übrigen auch die Verpackung. Dieses Buch dokumentiert die aufwendig und erfindungsreich gestalteten Schachteln, in denen die Spiele die dankbaren Kinderhände erreichten. Nicht zuletzt die richtige Verpackung wertet ein Stückchen Plastik zu einem Objekt der Leidenschaft auf. So findet man etwa auf der Box mit Bambinos Safari-Spiel die merkwürdige Kombination des rundlich-futuristisch geformten grünen Spiels mit der Abbildung einer Antilopenherde, vor der ein Gepard umhermarschiert. Ein Space Shooter wie Temos Super Galaxy II glänzt mit einer an Star Wars erinnernden Kampfszene, in der aus einem roten Spiralnebel heraus angreifende Raumschiffe bizarreweise das Spiel selber unter Beschuß nehmen. Die Verpackung von Bandais Wracing hingegen verzichtet auf eine Visualisierung des Games. Stattdessen sieht man zwei völlig in das Spiel versunkene Kinder mit Kurzhaarschnitt und unverkennbar aus den Siebzigern stammenden T-Shirts. So ungefähr haben wir selber einmal ausgesehen.

Die sammlerische Tätigkeit hat viel mit Melancholie zu tun. Sammler retten, was anderen als obsolet erscheint, vor dem Vergessen. Das hat niemand deutlicher erkannt als Walter Benjamin, der selber ein passionierter Sammler von Kinderbüchern war. Nicht anders als Benjamin, ist auch Jaro Gielens ein Sammler, der ausgerechnet Artefakte aus der Zeit der Kindheit zusammenträgt. Mit ihren farbenfrohen Gehäusen und immer wieder erstaunlichen Designs dokumentieren die Games den Umschlagpunkt, an dem die Technik auf spielerische Weise in unser Leben trat und sich einen Platz eroberte, den sie nie wieder verlassen wird. Seine Sammlung repräsentiert nicht nur ein vernachlässigtes Stück Technikgeschichte, sondern rekonstruiert zugleich die Träume und Versprechungen einer vergangenen Zeit. Im Zusammenhang der Spiele erweist sich Jaro Gielens als ein Sammler reinsten Typs, den Benjamin dadurch gekennzeichnet sah, daß er zum angesammelten «Besitz das allertiefste Verhältnis hat, das man zu Dingen überhaupt haben kann: nicht daß sie in ihm lebendig wären, er selber ist es, der in ihnen wohnt.»

Doch welchen Wert hat das Zusammentragen der Spiele, außer der Befriedigung des persönlichen Sammeltreibs? Können wir etwas lernen, wenn wir im Zeitalter der Playstation 2 auf die Handhelds und Tabletops zurückblicken? Niemand wird bestreiten, daß Spiele wie Doom, Myst, Tomb Raider oder Zelda 64 einen jeweils bedeutenden Fortschritt in der Entwicklung der Videospiele bedeuten. Doch es sind Ausnahmen. Insgesamt werden die Spiele immer gleichförmiger und eintöniger. Der Rekurs auf die vermeintlich primitiven Spiele führt uns zurück an den kreativen Urquell der gegenwärtigen Entertainmentrevolution. Dabei läßt sich eine erstaunliche Entdeckung machen: die alten Spiele können, auf ihre Weise, genauso viel Spaß machen wie die neuesten Renner für Playstation oder Dreamcast. Nicht von ungefähr gibt es etwa für die Playstation eine ganze Reihe von Retrogames-Kollektionen, die sich bemerkenswert gut verkaufen.

Doch Space Invaders läßt sich nicht gegen Quake aufrechnen; die Spiele funktionieren auf ebenso unterschiedlichen Ebenen wie zum Beispiel Buch und Film, die jeweils bestimmte Vorzüge haben, nie aber dem anderen Medium generell überlegen sind. Steven Poole widmet in *Trigger Happy* ein ganzes Kapitel einer vergleichenden semiotischen Interpretation von Pac Man und Tomb Raider. Dabei kommt er zu dem Ergebnis, daß der ikonografische Realismus einer Lara Croft zwar auf den ersten Blick eine größere

Identifikation erlaubt als mit einem gelben Punktemampfer, der abstrakte Pac Man aber näher an dem ist, was uns als symbolisch kommunizierende Menschen an Videospielen fasziniert: «Underneath the flashy graphics, cinematic cut-scenes, real-time physics, mythological backstories and everything else, a videogame is still a highly artificial, purposely designed semiotic engine. And its purpose is not to simulate real life, but to offer the gift of playing a game. We should not find that too surprising, because man, after all, is the symbolic animal. And this is exactly what videogames celebrate, challenge and feed. They are an historically inevitable evolution of the play drive.»

Videospiele, selbst und gerade in ihren einfachsten Formen, röhren an unsere ureigensten Bedürfnisse und Instinkte. Sie appellieren an die mentalen Instanzen, welche uns erlauben, mit der Welt zu interagieren. Im Schlußkapitel von *Homo Ludens*, seiner 1938 veröffentlichten Kulturgeschichte des Spiels, stellt Johan Huizinga polemisch fest, daß die moderne Welt deshalb so entleert und verarmt wirkt, weil das Spiel aus seiner einstmals zentralen Stellung in der Gesellschaft entfernt und in abgegrenzte Reservate wie den professionellen Sport oder die Kunst verbannt wurde. Das Aufkommen der Videospiele hat Huizinga kaum ahnen können. Seine These von der kulturellen Verkarstung unserer Gesellschaften aufgrund der Marginalisierung des Spiels könnte jedoch eine Erklärung für die ungeheure Popularität der Videospiele liefern. Die Wiedergeburt des Spiels aus dem Geiste der Elektronik gegen Ende des 20. Jahrhunderts müßte so gesehen als eine positive Entwicklung verstanden werden.

Allerdings ist genau das Gegenteil der Fall. Die Geschichte der Videospiele ist identisch mit der Kritik an ihnen. Schon 1982 warnte der Gesundheitsbeauftragte der US-Regierung davor, daß Videospiele «Aberrationen im Verhalten von Kindern» produzieren würden. Martin Amis hielt dem entgegen, daß die Kritik an Videospielen lediglich eine Wiederauflage der erbitterten Debatten über Snooker und Pool Billiard zu Beginn des 20. Jahrhunderts darstellt. Als im Frühjahr 1999 zwei Schüler der Columbine High School in Colorado einen Lehrer und 12 ihrer Klassenkameraden erschossen, schob man die Verantwortung für die Morde umstandslos auf übermäßiges Doom-Spielen. Immer wieder versuchen Studien eine aggressionsfördernde und persönlichkeitsdeformierende Wirkung gewalttätiger Videospiele nachzuweisen. Andere Untersuchungen hingegen beweisen überzeugend, daß insbesondere Killer-Games wie Doom oder Quake einen kathartischen Abbau von angestauter Aggression ermöglichen. Videospiele sind keine Verderber der Jugend. Vielmehr sind sie Teil der langen Reihe von Sündenböcken, auf welche die Gesellschaft die durch soziale Chancengleichheit und kapitalistische Wirtschaftsordnung erzeugten Spannungen abzuschließen versucht.

Harmlos sind Videospiele dennoch nicht. Daß die modernen Distanz- und Bombenkriege, zumal in ihrer medialen Aufbereitung, immer mehr avancierten Computerspielen ähneln, ist keine neue Erkenntnis. Kaum bekannt hingegen ist die enge Verlechtung von Videospiel- und Militärtechnologie, auf die J. C. Herz hinweist. Seit Beginn der achtziger Jahre haben Rüstungsfirmen und Videospielproduzenten auf vielfältige Weise miteinander kooperiert. So entwickelte etwa Lockheed Martin in Zusammenarbeit mit Sega Simulatoren zum Training von Piloten. Die dabei entstandenen Chips und Hardwarekomponenten fanden dann in nur leicht adaptierter Form ihren Weg in die Spielhallen und Heimkonsolen: «Most of the technology now used in video-games had its origins in military research. When you trace back the patents, it's virtually impossible to find an arcade or console component that evolved in the absence of a Defense Department grant. It's easy to forget, when you are contentedly playing with say, a Game Boy, that the twenty-year old technology in its silicon guts was originally financed by the Pentagon.»

Videospiele repräsentieren viel mehr als nur eine Randerscheinung der Unterhaltungsindustrie. Auf komplexe Weise sind sie mit gesellschaftlichen, politischen, anthropologischen und ästhetischen Fragen verbunden. Sie formen in immer stärkerem Maß unsere Freizeit, Wahrnehmungsweisen und Phantasieräume. Aus dem Alltag und der Kultur des 21. Jahrhunderts jedenfalls werden Videospiele nicht mehr wegzudenken sein. Wir – die Spiele und die mit ihnen aufgewachsen sind – haben unsere Unschuld verloren. Deshalb müssen wir die Videospiele ernst nehmen, wie es etwa Steven Poole in seiner brillanten Kulturgeschichte der Videospiele vorführt. Dort, wie in allen anderen Büchern zum Thema, werden die Handhelds und Tabletops jedoch weitgehend vernachlässigt. Ihnen wird lediglich eine marginale Rolle als Seitenzweig und vorübergegangene Phase in der Entwicklung der Videospiele eingeräumt. Electronic Plastic jedoch schließt diese Lücke. Die Sammlung von Jaro Gielens erinnert uns daran, daß die Zukunft bereits begann, als wir noch Kinder waren.

Uwe Schütte
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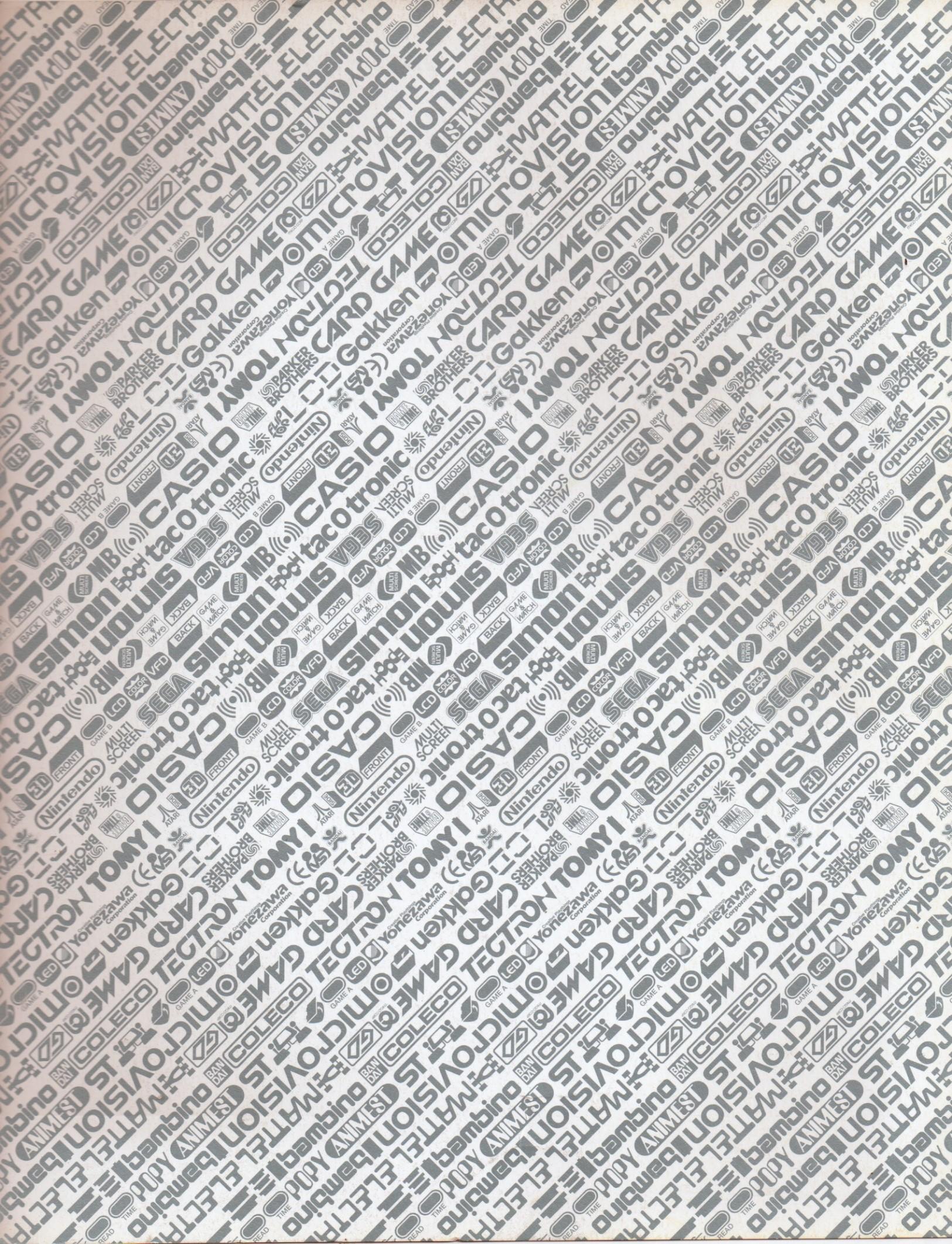
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Electronic Plastic showcases a visually exciting survey of the snazziest oldschool computer games. First introduced in the mid 70s, kids were addicted to the portable handhelds and tabletops for about a decade. Today these computer games are both rare and impressive eyecatchers as well as iconic symbols of portable consumer electronics. Their allround retrostyled casts, strikingly colourful packaging and bubbling typefonts reflect genuine 80s vibes.

Throughout Electronic Plastic, Jaro Gielens presents the highlights of his outstanding 400-piece collection. The layout is by Büro Destruct's Lopetz, a latent computer addict himself, and author Uwe Schütte puts us in the mood through his atmospheric introduction.

